We prey on **HEAVEN CAN WAIT**

...shudder at **TV SPIN-OFFS YET TO COME**

...swing with **TARZAN TODAY**

...giggle over **COMPARISON TESTS**

and choke on **SCRATCH 'N' SNIFF STRIPS**

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NUMBER 206 APRIL 1979

MAD

"In the old days, most men who finished a day's work needed rest! Today, they need exercise!" —Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*
JERRY De FUCCIO, NICK MEGLIN *associate editors*
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DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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MAD—April 1979, Volume 1, No. 206. Published monthly except February, May, August and November, by E. C. Publications, Inc., 485 MADison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. Subscription in U.S.A., 15 issues $9.00. Outside U.S.A., 15 issues $10.00. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription.
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Printed in U.S.A.

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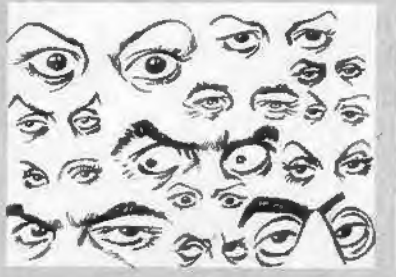

THE EYES OF LURID MESS (More Movie Satire) Pg. 42

LETTERS DEPT.

LOOSE WHEEL IN THE PILOTHOUSE

"Cap'n Alfie," who appears to be steering a huge mechanical shark on your cover, is in direct violation of Coast Guard Regulations which specify that any watercraft over 25 feet in length must be provided with red and green navigational lights. My guess is that, since Alfie doesn't know his left from his right, why quibble over *port* and *starboard*?

Joe Jacobsen
CBM/USCG Ret.
Bay Ridge, N.Y.

READING BETWEEN OUR COVER LINES

It is a shame that no one has ever explained "How To Read A New MAD Cover." Let me cite issue #204. "We chew up Jaws II"...so badly one can't find a plot; "... spit out The Hulk," throw up is more like it; "... knock down Gimmick Christmas Gifts," the biggest gimmick must be this magazine; "... bring on New Improved Products," why not improve your own?, "... and send in the Clones," which was a funny gag the first time I heard it! "Our Price 60¢ Cheap" is actually short for: "If you are too cheap to pay the 60¢, then stop reading this trash and put it back without doing the Fold-In."

John O'Leary
Cypress, Calif.

JAW'D, TOO

Drucker and De Bartolo's "Jaw'd, Too" put the bite on a rotten movie!

Mitchel Silpa
Encino, Calif.

De Bartolo and Drucker said a mouthful!

Rob Whitehouse
Ashland, Ohio

IF LIBRARIES SOLD ADVERTISING SPACE

I thought Bob Clarke's and William Garvin's "If Libraries Sold Advertising Space" was just the best thing that could happen to a library! Only one book was missing. Agatha Christie's "Death On The Dial."

Stephen Dobanski
Lansdale, Pa.

SAVE 35c

Ignore this "ad" offering full-color portraits of MAD's "What—Me Worry?" kid, Alfred E. Neuman, because that's what one of them costs! They're great for framing, or training puppies, or lining the bottoms of bird cages, or wrapping fish. Hey, you didn't ignore this ad. Now, you're hooked. So mail: 35¢ for one, 75¢ for 3, $1.55 for 9, $3.15 for 27 or $6.35 for 81 to: MAD 485 MADison Avenue, N.Y., N.Y. 10022

THE TWELVE DAYS OF CHRISTMAS

Judging from their "If Someone Received Those Gifts On 'The Twelve Days Of Christmas'", Frank Jacobs and Billy Doherty must have gotten A's in Art and Writing but F's in Arithmetic. The way I figure, Ms. Carol Yule was in worse shape spacewise, in her cramped apartment, than the article implies. Remembering that on each succeeding day of Christmas, Ms. Yule, according to the song, would have received a new gift each of the twelve days *plus* repeat gifts for the preceding days, so, according to my figures she received, in all: 12 drummers drumming, 22 pipers piping, 30 Lords a-leaping, 36 Ladies dancing, 40 Maids a-milking (this involves 40 cows or goats), 42 Swans a-swimming, 42 Geese a-laying (God knows how many eggs), 40 Golden Rings, 36 Calling Birds, 30 French Hens, 22 Turtle Doves and 12 Partridges in a Pear Tree. A total of 364 gifts.

Jack Herbert Wilson
Seal Beach, California

BOULEVARD OF BROKEN DREAMS

Stan Hart's "Boulevard Of Broken Dreams" dredged up old memories. In 1944, when I was twelve years old, I wrote Turhan Bey a fan letter. He never answered. Sob. I saw every movie he ever made, but I don't remember "The Kid From Cairo."

Pat Morgan Riordan
San Rafael, Calif.

Stan Hart doesn't remember any of Turhan Bey's 19 flicks!—Ed.

A SCORE ON CHANNEL 44

I enjoyed seeing your Editor and Staff on Channel 44, just recently. I derived an entirely different attitude toward your magazine. Though I wouldn't allow the kids to purchase MAD, after hearing Editor Feldstein, I realized that MAD informs youth of today's issues. MAD presents world situations in satire which I enjoy and understand. I approve of your moral inspiration.

Mrs. Robert Brost
Seffner, Florida

CLONES OF THE FUTURE

Richard Nixon clones? Jerry Ford clones? Travolta clones? You've got to be kidding! Why not Christopher Reeve clones? That would be super!

Lisa A. Barone
St. Bonaventure, N.Y.

My MAD cloned in the mailbox. I opened it and there was another cover. I'm sure it was cloning because the shark hadn't gained on the gal, as it might in a sequence.

Bill & Sarita McCaw
Lowden, Wash. 99342

JAFFEE'S EXPLOSIVE FOLD-IN

After Laughing all the way through your magazine, I was somehow touched by the Al Jaffee's Fold-In. Before I folded it, I thought the Neutron Bomb was a good idea. Then I saw the little boy and his dog, both dead. Then I realized that that could be the U.S.

Heidi Bender
Rockville, Md.

MAD NOVELTY ITEMS FOR PRACTICAL-JOKER JOCKS

"MAD Novelty Items For Practical-Joker Jocks," by Davis and Porges, is rib-cracking unsportsmanlike conduct. They make a great team!

Frank Russo
Wayne, N.J.

Send Porges and Davis to the penalty box so they can conceive some more unsporting equipment.

Alfred Carlos
Whittier, Calif.

ONE RAINY AFTERNOON IN THE BLACK FOREST

Why didn't Don Martin have the Black Forest witch plug up the leak in the roof with cottage cheese? Get it?

Joe English
Redmond, Oregon

THE INCREDIBLE BULK

I enjoyed your version of The Incredible Hulk, despite the fact that I work for DC Comics (or maybe because of it—what you did to ol' Greenskin!). I particularly enjoyed the cameos by various members of the DC line of super-stars. I was also pleased that Lou Silverstone, the writer, had the integrity to learn something of the comic book version of The Hulk. Lou picked up the point that the "Bruce Banner" of the comics is "David Banner" on his TV tombstone. What's wrong with the name "Bruce"? Bruce Wayne is a swinger who always has plenty of girls in his belfry. All in all, a good job.

E. Nelson Bridwell
Editor/DC Comics Inc.
New York, N.Y.

A strange metamorphosis took place after I read "The Incredible Bulk." Now, every time I hear the word MAD, I turn into a big, green, horrible thing. A giant cucumber.

Dino Salvadore
Montreal, Canada

"The Incredible Bulk" was MARVELous. Do you think he could stand in for Kermit the Frog on the Muppet Show?

Andy Roth
Gladwyne, Pa.

I enjoyed "The Incredible Bulk"! You must have gotten the idea from my husband. He called me that the entire time I was pregnant.

Cathy Ehrhardt
St. Louis, Mo.

It could have been wilder and fairly bursting at the panels. You gave us "The Incredible Bilk."

Timothy O. Lane
Baldwin Park, Calif.

I really enjoyed "The Incredible Bulk." Actually, I enjoy *all* your television show satires. Know why? Mainly, because they come at the end of the magazine.

Melissa Hart
Lexington, Ma.

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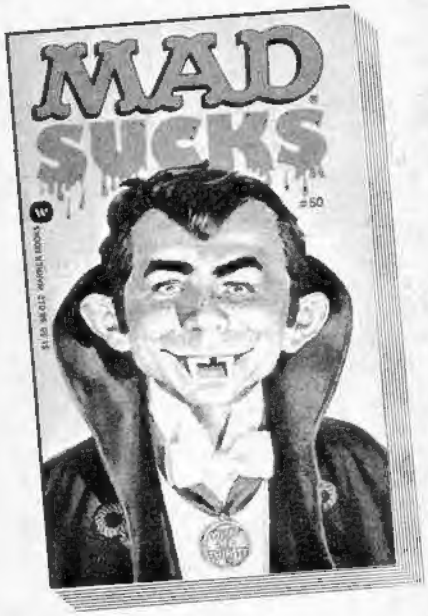
HUMOR...IN A JUGULAR VEIN!



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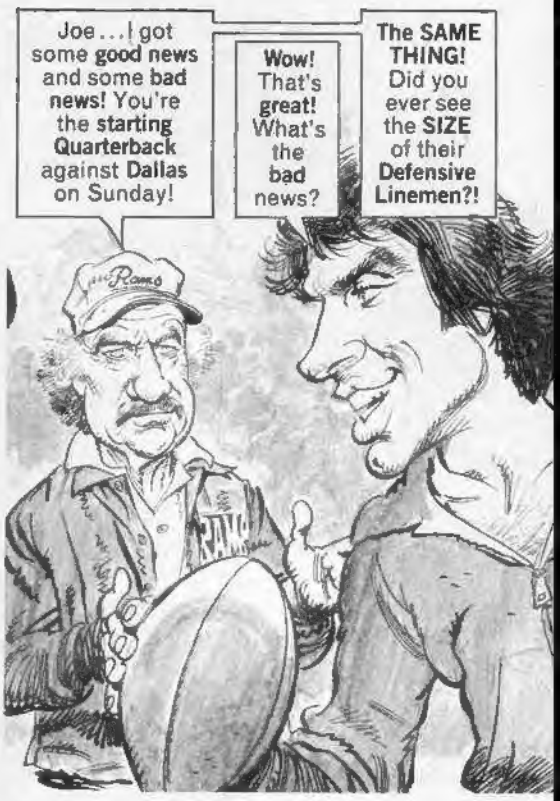
SOUL KITSCH DEPT.

Once upon a time...in 1941, to be exact...Hollywood made a fabulous fantasy movie called "Here Comes Mr. Jordan." But some people can't leave well enough alone, so they decided to re-make the picture. Only somewhere along the way, they left out a

HEAVING

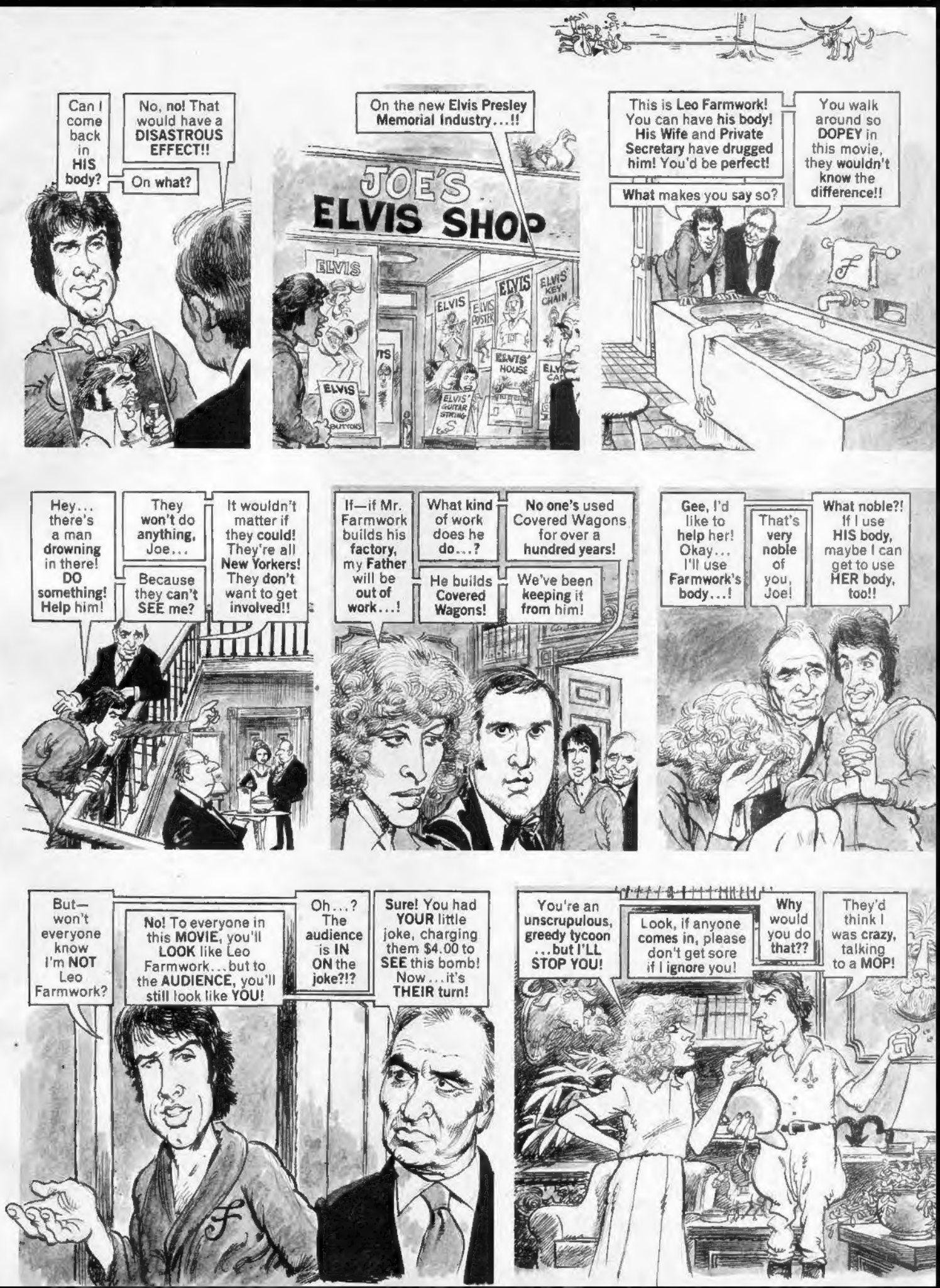
few things...like fun and charm and suspense. In fact, they made the picture so wildly improbable and sickeningly sweet, it turns your stomach. If you've seen the picture and barfed, it's too late. If you haven't, read our version first, because

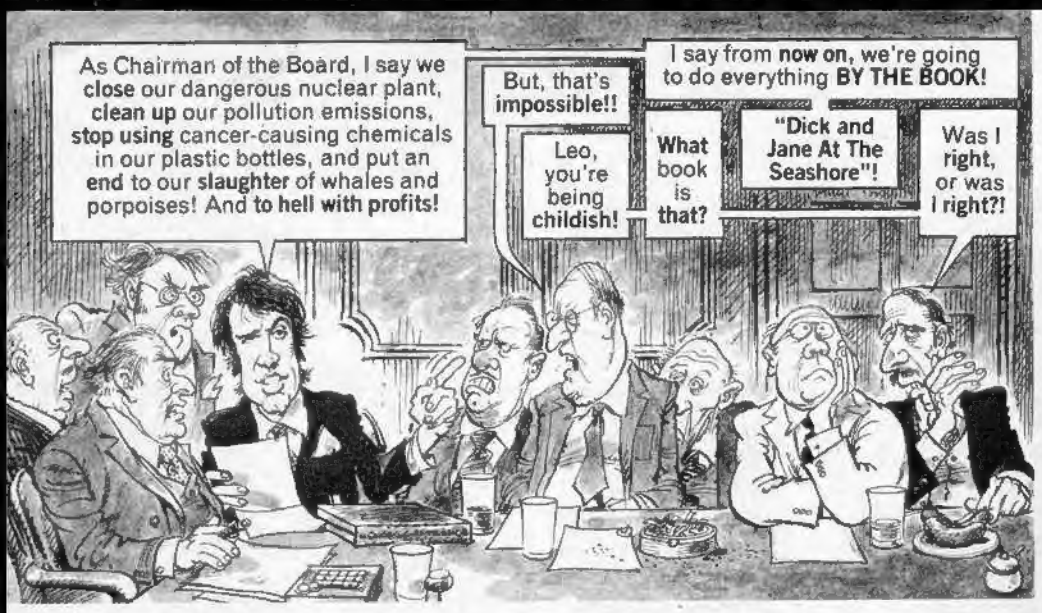
CAN WAIT



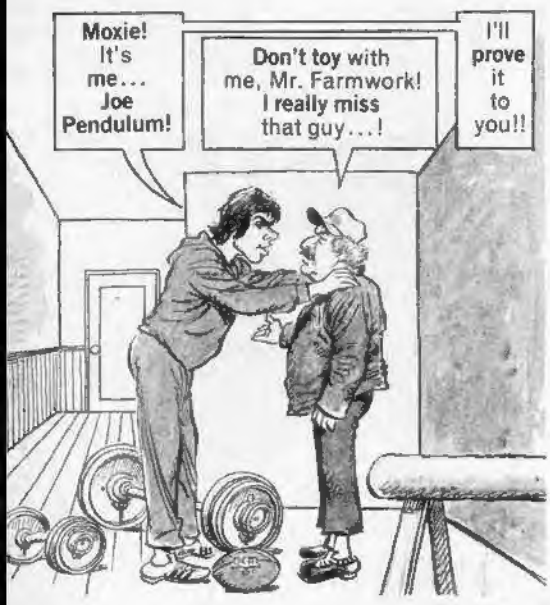
ARTIST: MORT DRUCKER WRITER: STAN HART

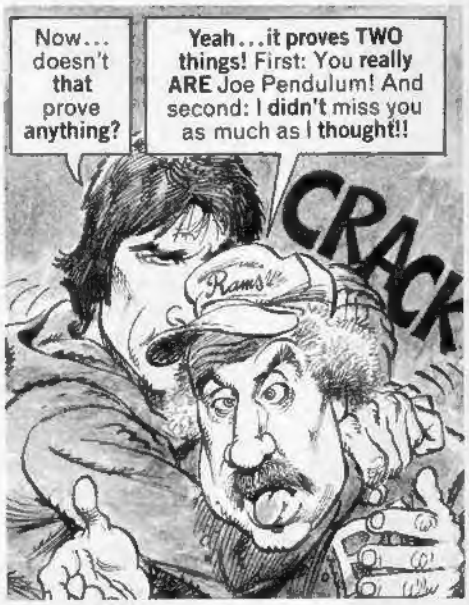
Hey... why are we walking through these clouds?
What clouds? Where do you think air pollution goes when it blows away?
Gee, that's awful!
You don't know the half of it! Can you imagine what a noise God makes when He coughs?!?
Where are you taking me?
To a place where no one worries about anything, and time stands still!
What do you know!?! I've been elected to Congress!
STOP CONCORDE LANDING IN HEAVEN
NO CONCORDE
NO
NO MORE NOISE
This is Mr. Jordumb! He can explain everything!
Joe, this place is not real, but it's not a dream either! Do you understand...?
No! Do you?
Are you saying I'm DEAD?! There must be some MISTAKE!
Oh, no! Mr. Jordumb never makes a mistake!
I DID when I put YOU in this movie! I thought you could ACT!
Check his record!
In 1977, he attempted 45 passes, and completed 3! His hobbies are: staring at himself in mirrors—
What are you reading?
The back of his Football Bubble Gum Card!
Idiot! I meant his CELESTIAL record!!
UP
Oh, my goodness! He's not due to die until 2025!
See that!! Hey, what will I die from...?
From a heart attack after you see how someone screws up the re-make of "Bonnie and Clyde"!
Oh, well! Turnabout is fair play!
Oh-oh! I'm afraid we can't put you back in your body! You've been CREMATED!!
Wait a minute! don't you have to REQUEST that your body be cremated before they can do that?
Ordinarily, yes...!
Well, I didn't make any request!!
Hey! No fair using logic, Joe! If you WEREN'T cremated, we'd have to bury the picture!
MY INSURANCE COMPANY WAS NEW ENGLAND LIFE, OF COURSE. WHY?
We'll just have to find another body for you! How about one of them? They're ACCOUNTANTS!!
Which one is about to go...?
They BOTH are! They're BORING each other to death!!

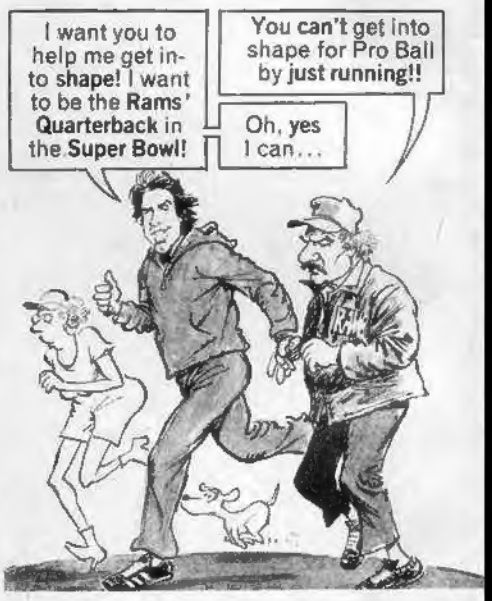

Can I come back in HIS body?
No, no! That would have a DISASTROUS EFFECT!!
On what?
On the new Elvis Presley Memorial Industry...!!
JOE'S ELVIS SHOP
ELVIS
ELVIS
ELVIS
ELVIS
ELVIS' KEY CHAIN
ELVIS' HOUSE
ELVIS' GUITAR STRING
BUTTONS
This is Leo Farmwork! You can have his body! His Wife and Private Secretary have drugged him! You'd be perfect!
What makes you say so?
You walk around so DOPEY in this movie, they wouldn't know the difference!!
Hey... there's a man drowning in there! DO something! Help him!
They won't do anything, Joe...
Because they can't SEE me?
It wouldn't matter if they could! They're all New Yorkers! They don't want to get involved!!
If—if Mr. Farmwork builds his factory, my Father will be out of work...!
What kind of work does he do...?
He builds Covered Wagons!
No one's used Covered Wagons for over a hundred years!
We've been keeping it from him!
Gee, I'd like to help her! Okay... I'll use Farmwork's body...!
That's very noble of you, Joe!
What noble?! If I use HIS body, maybe I can get to use HER body, too!!
But— won't everyone know I'm NOT Leo Farmwork?
No! To everyone in this MOVIE, you'll LOOK like Leo Farmwork... but to the AUDIENCE, you'll still look like YOU!
Oh...? The audience is IN ON the joke?!?
Sure! You had YOUR little joke, charging them $4.00 to SEE this bomb! Now... it's THEIR turn!
You're an unscrupulous, greedy tycoon ...but I'LL STOP YOU!
Look, if anyone comes in, please don't get sore if I ignore you!
Why would you do that??
They'd think I was crazy, talking to a MOP!


As Chairman of the Board, I say we close our dangerous nuclear plant, clean up our pollution emissions, stop using cancer-causing chemicals in our plastic bottles, and put an end to our slaughter of whales and porpoises! And to hell with profits!
But, that's impossible!!
Leo, you're being childish!
I say from now on, we're going to do everything BY THE BOOK!
What book is that?
"Dick and Jane At The Seashore"!
Was I right, or was I right?!

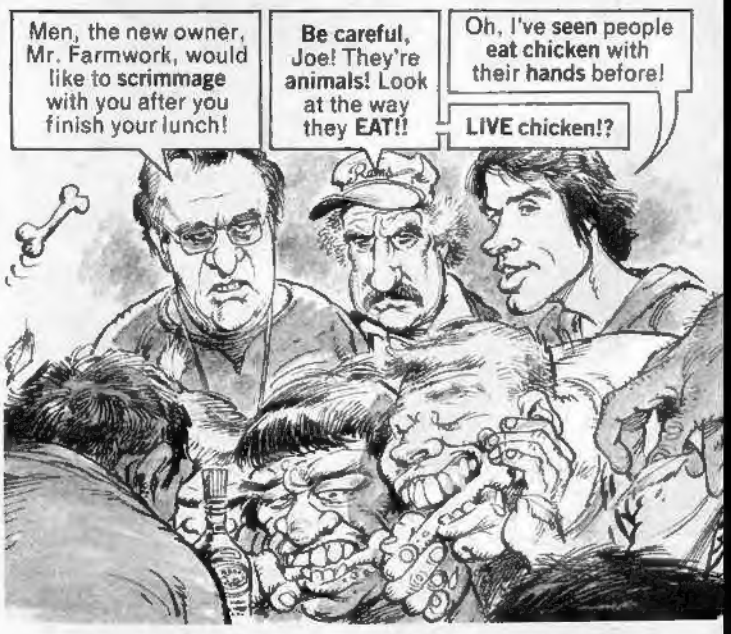
I wanted you to be proud of me...so I made my company give up millions of dollars in tainted profits! Are you happy...??
Yes... that I'm not one of your Stock-holders!

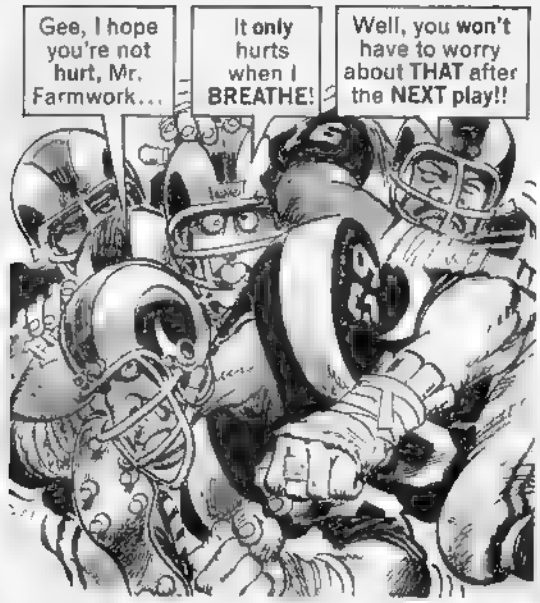

Moxie! It's me... Joe Pendulum!
Don't toy with me, Mr. Farmwork! I really miss that guy...!
I'll prove it to you!!

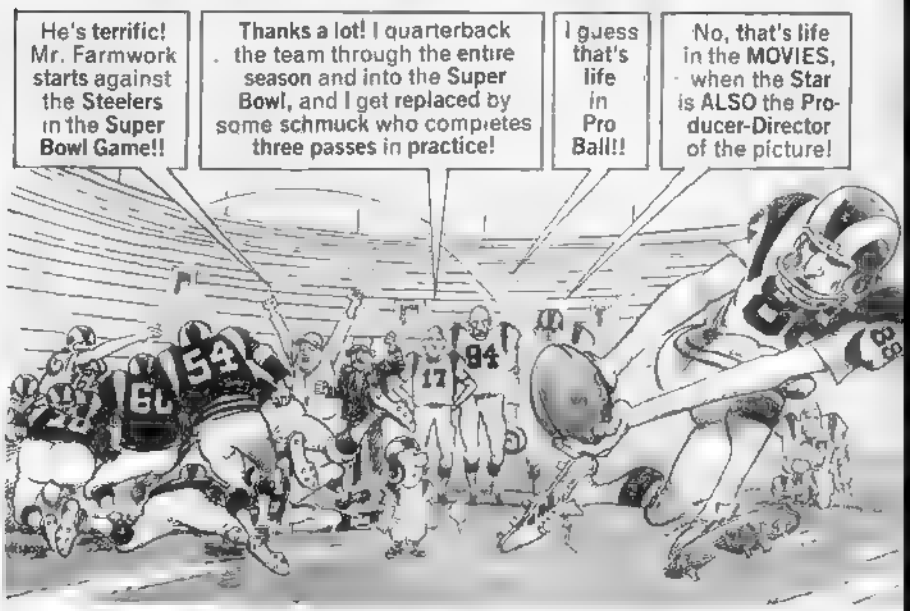

Now... doesn't that prove anything?
Yeah...it proves TWO things! First: You really ARE Joe Pendulum! And second: I didn't miss you as much as I thought!!
CRACK
Rams


I want you to help me get into shape! I want to be the Rams' Quarterback in the Super Bowl!
You can't get into shape for Pro Ball by just running!!
Oh, yes I can...

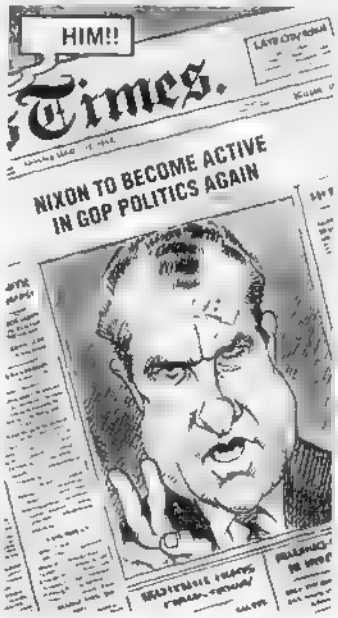
...if I run into WALLS!
But the Rams won't let you play for them!
The Owner of the team SAYS I can!
I never heard him say that!
You just DID! I bought the team!
CRASH!
RAMS


Men, the new owner, Mr. Farmwork, would like to scrimmage with you after you finish your lunch!
Be careful, Joe! They're animals! Look at the way they EAT!!
Oh, I've seen people eat chicken with their hands before!
LIVE chicken!?
Rams


Gee, I hope you're not hurt, Mr. Farmwork...
It only hurts when I BREATHE!
Well, you won't have to worry about THAT after the NEXT play!!

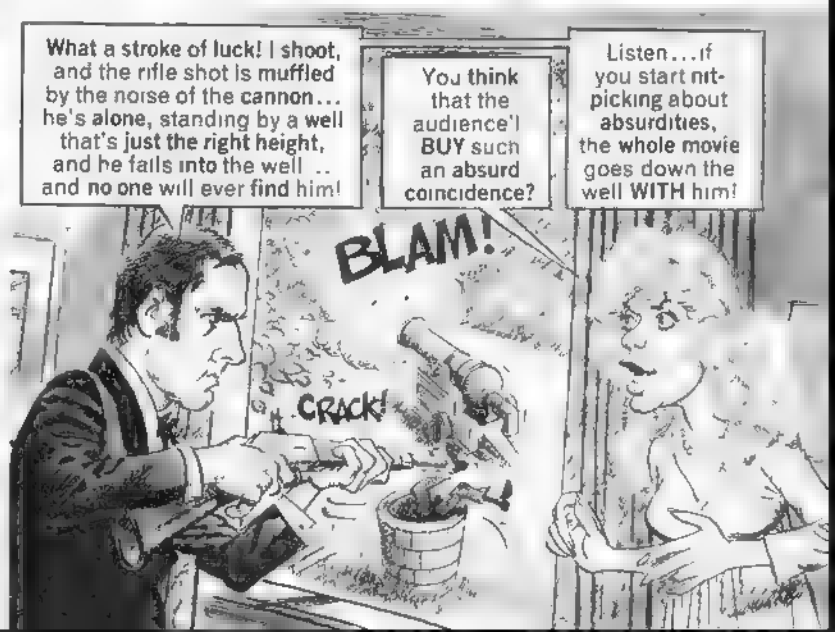

He's terrific! Mr. Farmwork starts against the Steelers in the Super Bowl Game!!
Thanks a lot! I quarterback the team through the entire season and into the Super Bowl, and I get replaced by some schmuck who completes three passes in practice!
I guess that's life in Pro Ball!!
No, that's life in the MOVIES, when the Star is ALSO the Producer-Director of the picture!

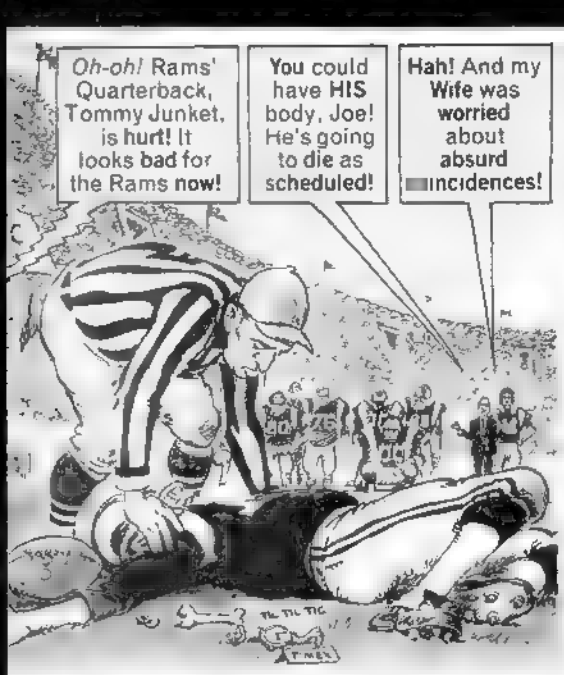
I'm afraid you'll have to give up Mr. Farmwork's body! You'll have to come back as someone else!!
Look, I can't keep dying and coming back, dying and coming back all the time! Who does that?
Only one person I know

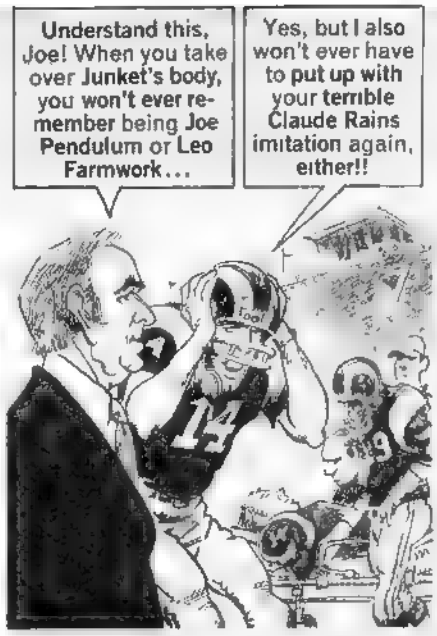

HIM!!
Times.
NIXON TO BECOME ACTIVE IN GOP POLITICS AGAIN

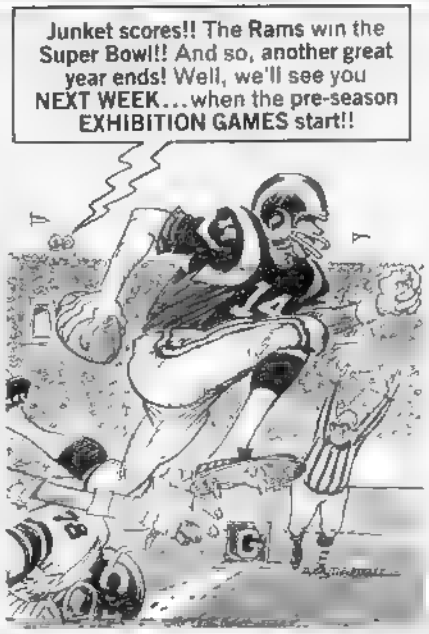
Leo, what's wrong...?
I'm afraid that if anything happens, you might forget me!
Never! There is something in your eyes that I will always remember!!
What's that?
Some peucch from sleeping! There's also something up your nose, and something between your teeth, and—

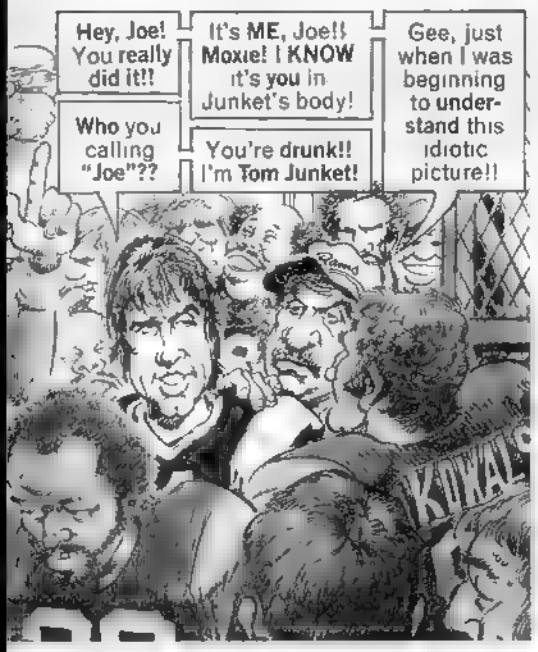
Please, no matter what happens... remember, try not to be afraid...!
I'm not afraid of anything!
Really? Then YOU start against the Steelers on Sunday!


What a stroke of luck! I shoot, and the rifle shot is muffled by the noise of the cannon... he's alone, standing by a well that's just the right height, and he falls into the well .. and no one will ever find him!
You think that the audience'l BUY such an absurd coincidence?
Listen...if you start nit-picking about absurdities, the whole movie goes down the well WITH him!
BLAM!
CRACK!


Oh-oh! Rams' Quarterback, Tommy Junket, is hurt! It looks bad for the Rams now!
You could have HIS body, Joe! He's going to die as scheduled!
Hah! And my Wife was worried about absurd incidences!


Understand this, Joe! When you take over Junket's body, you won't ever remember being Joe Pendulum or Leo Farmwork...
Yes, but I also won't ever have to put up with your terrible Claude Rains imitation again, either!!


Junket scores!! The Rams win the Super Bowl!! And so, another great year ends! Well, we'll see you NEXT WEEK...when the pre-season EXHIBITION GAMES start!!


Hey, Joe! You really did it!!
It's ME, Joe!! Moxie! I KNOW it's you in Junket's body!
Gee, just when I was beginning to understand this idiotic picture!!
Who you calling "Joe"??
You're drunk!! I'm Tom Junket!

Say, aren't you Tommy Junket...?
Gee, I thought there'd be a lot of people around the Star of the game!!
Not around a Star who DOESN'T SHOWER AFTER the game!!
That's me...?

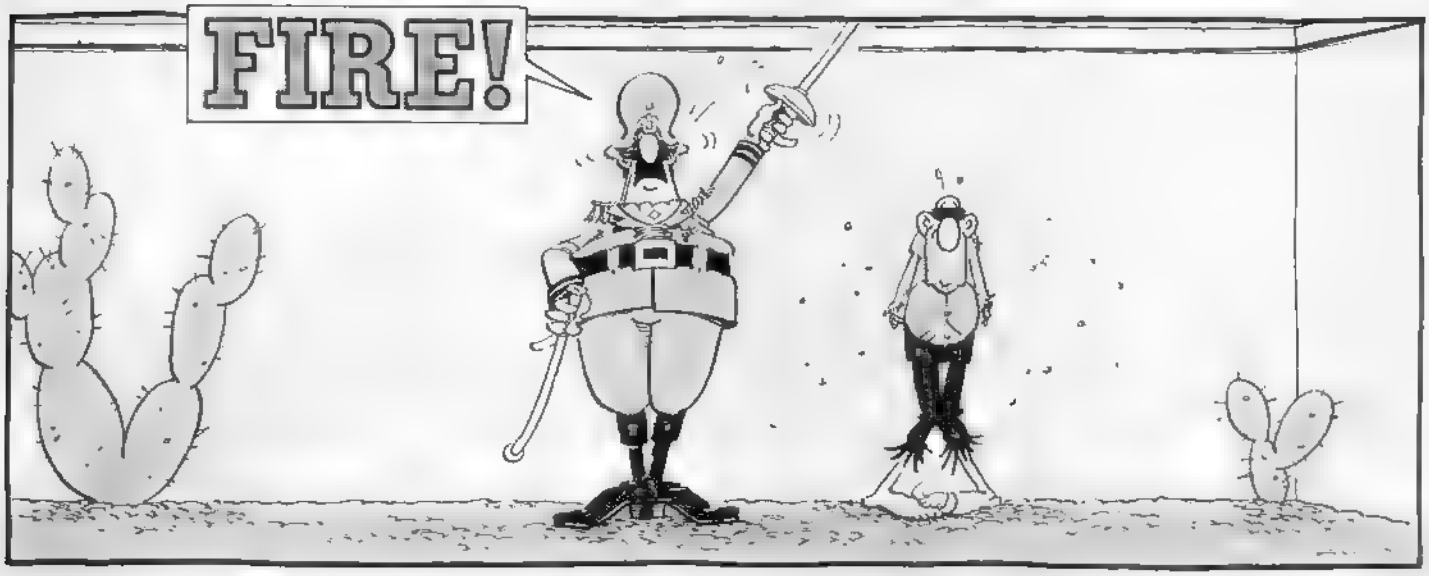
What are you doing here?
There's a lot of it going around—especially in THIS movie!!
I—I really don't know! I guess it's a coincidence!

You like football?
Oh? Where is he...?
Can I ask you a question? Are you trying to make a date with me...?
The man I loved did!
He was murdered tonight!!
Yes, I am...!

That's all I wanted to know!
Where are you going??
As far away from YOU as I can!
Who needs a groupie tramp who goes to football games to pick up players on the same day her lover dies!!

DON MARTIN DEPT. PART I

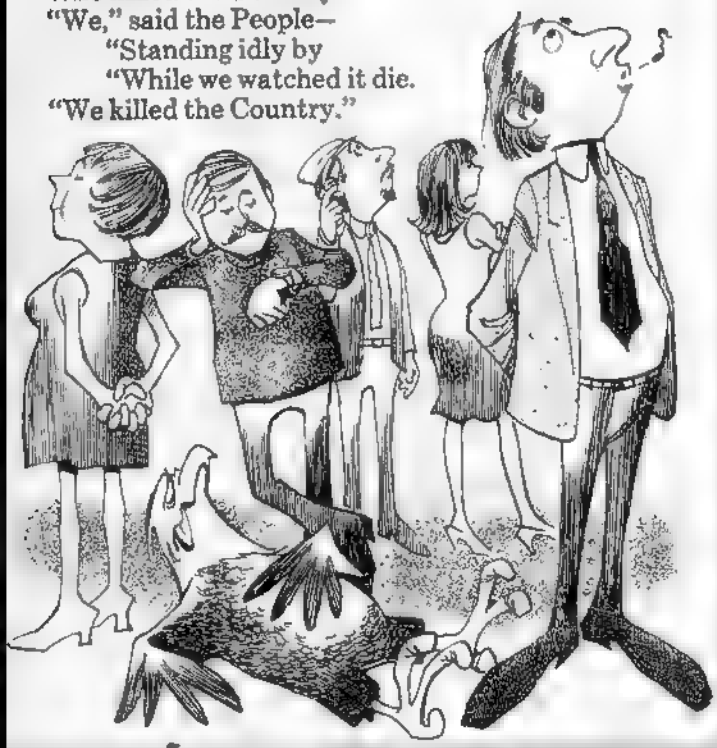
EARLY ONE MORNING IN SOUTH AMERICA



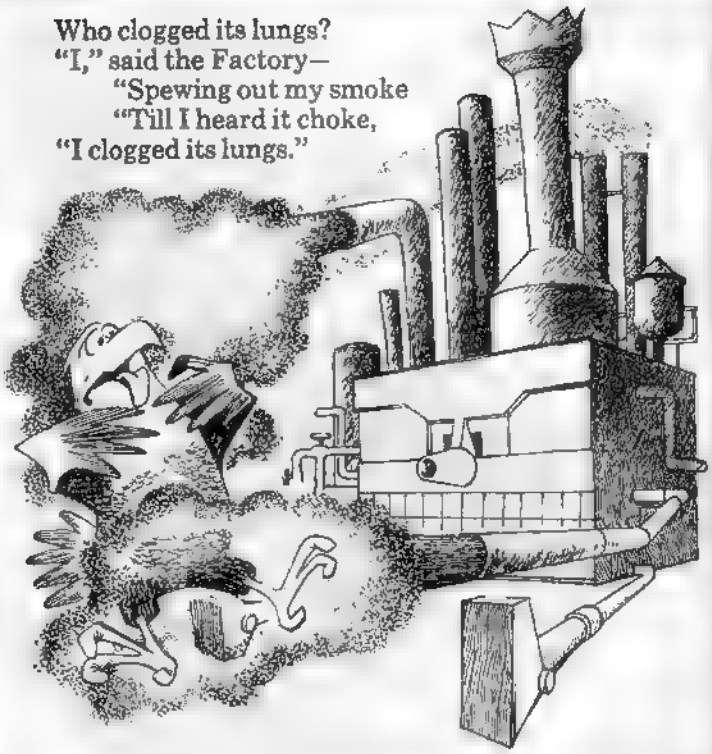
WHO KILLED T

ARTIST: BOB CLARKE

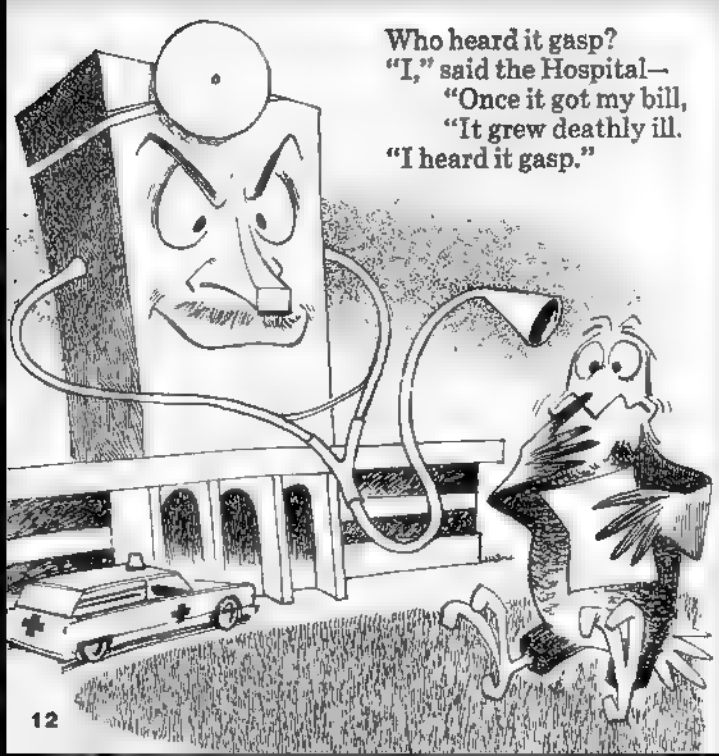
Who killed the Country?
"We," said the People—
"Standing idly by
"While we watched it die.
"We killed the Country."



Who clogged its lungs?
"I," said the Factory—
"Spewing out my smoke
"Till I heard it choke,
"I clogged its lungs."



Who heard it gasp?
"I," said the Hospital—
"Once it got my bill,
"It grew deathly ill.
"I heard it gasp."

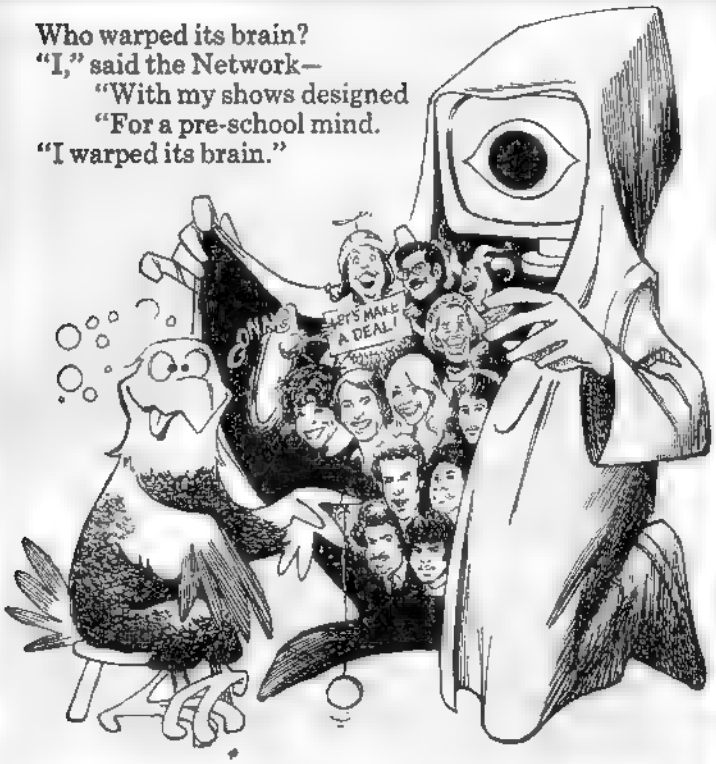


Who struck it down?
"I," said the Union—
"Like a blast of thunder,
"Driving small firms under.
"I struck it down."

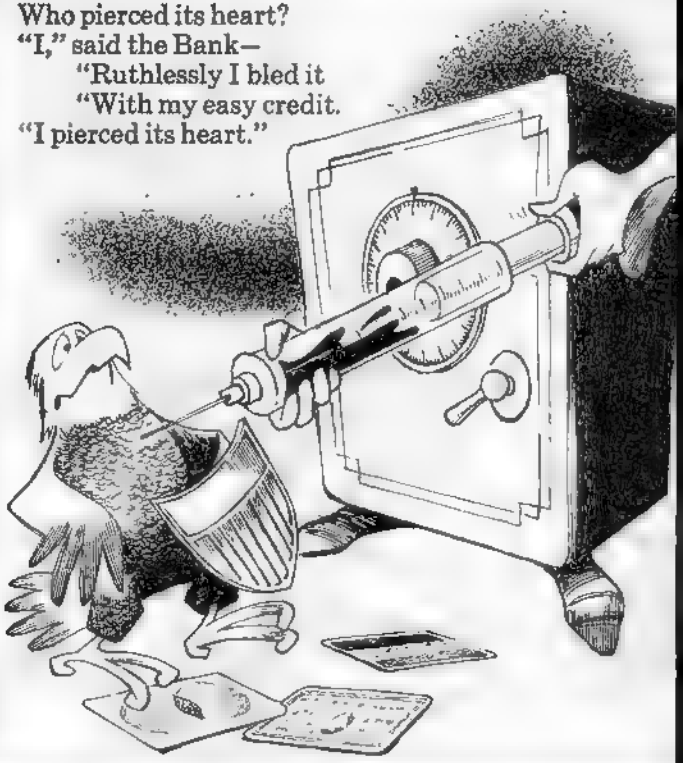
HE COUNTRY?

WRITER. FRANK JACOBS

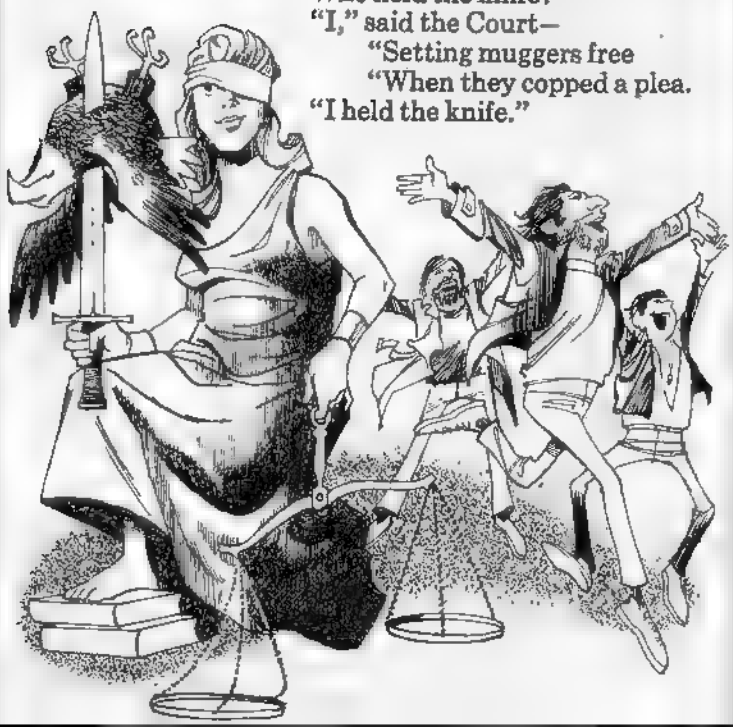
Who warped its brain?
"I," said the Network—
"With my shows designed
"For a pre-school mind.
"I warped its brain."



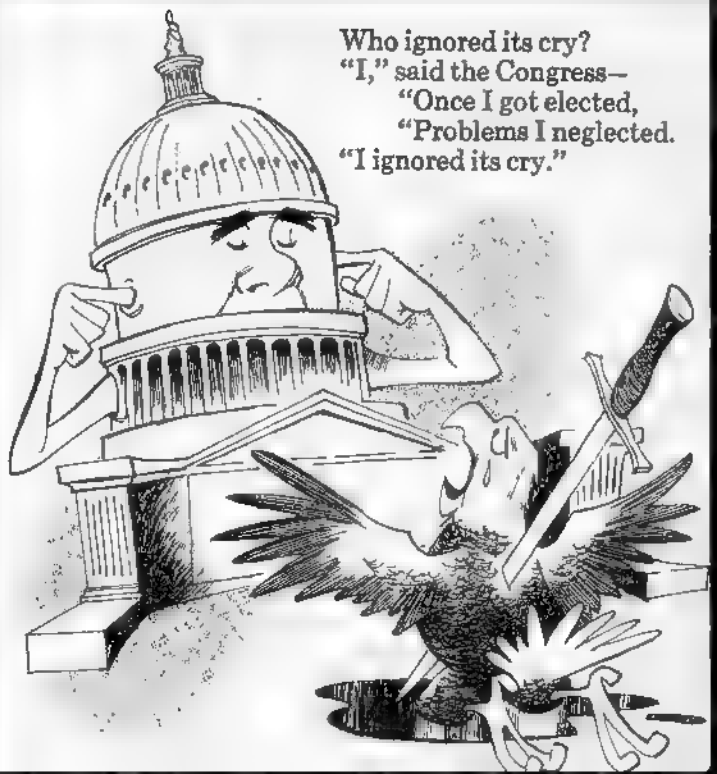
Who pierced its heart?
"I," said the Bank—
"Ruthlessly I bled it
"With my easy credit.
"I pierced its heart."



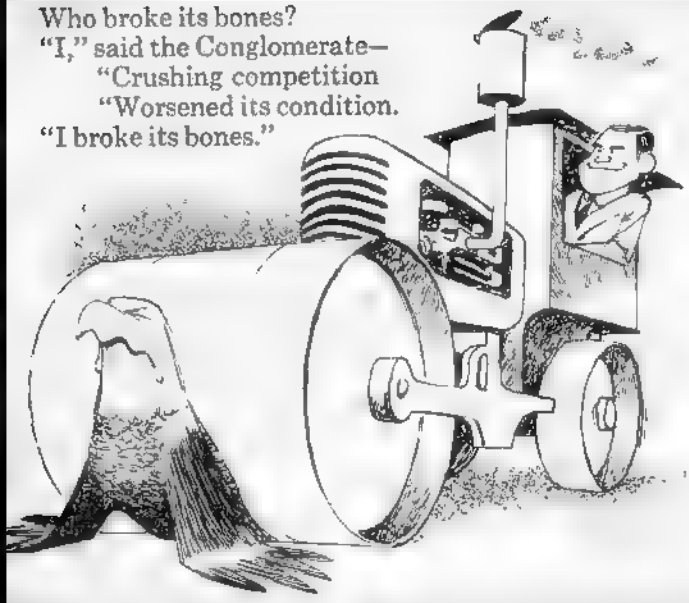
Who held the knife?
"I," said the Court—
"Setting muggers free
"When they copped a plea.
"I held the knife."



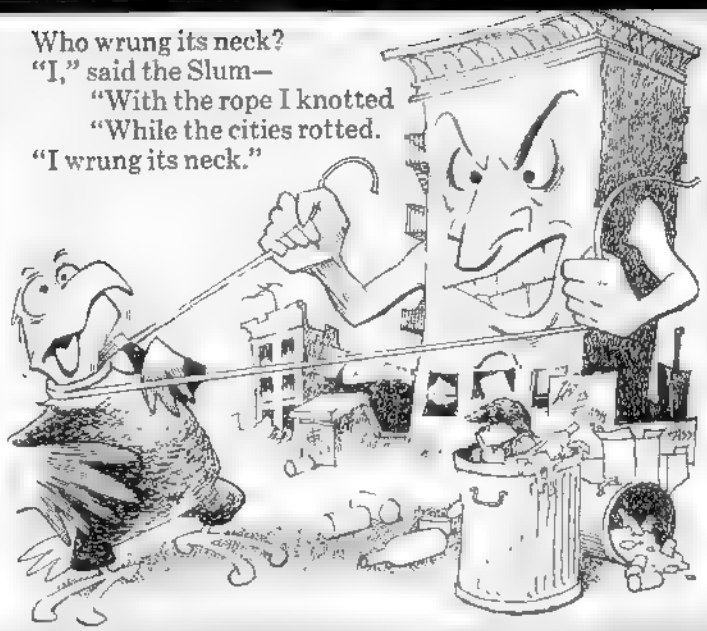
Who ignored its cry?
"I," said the Congress—
"Once I got elected,
"Problems I neglected.
"I ignored its cry."



Who broke its bones?
"I," said the Conglomerate—
"Crushing competition
"Worsened its condition.
"I broke its bones."



Who wrung its neck?
"I," said the Slum—
"With the rope I knotted
"While the cities rotted.
"I wrung its neck."

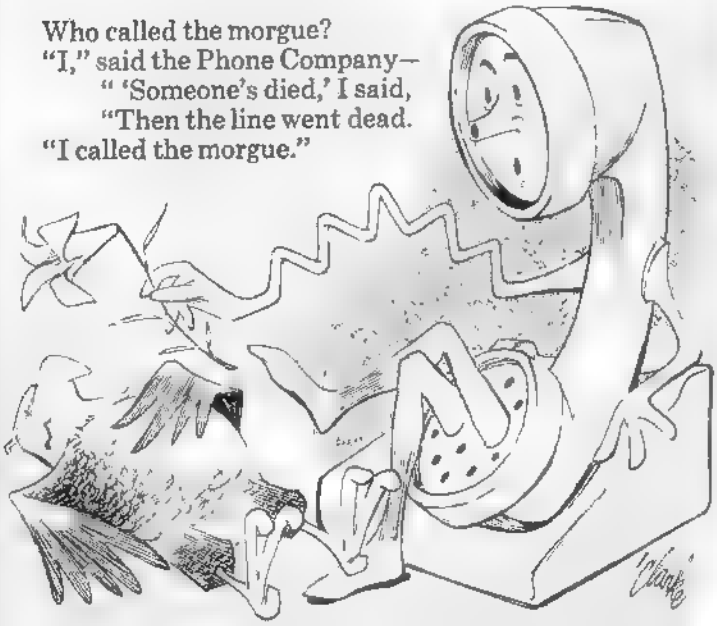


Who carried it off?
"I," said the Auto-Maker—
"In my car I hauled it
"Till the plant recalled it.
"I carried it off."

Who watched it drown?
"I," said the Ad Agency—
"Hawking junk and trash
"With a great big splash.
"I watched it drown."

Who spread the news?
"I," said the Post Office—
"True, a month had passed,
"Still, for me, that's fast.
"I spread the news."

Who called the morgue?
"I," said the Phone Company—
" 'Someone's died,' I said,
"Then the line went dead.
"I called the morgue."

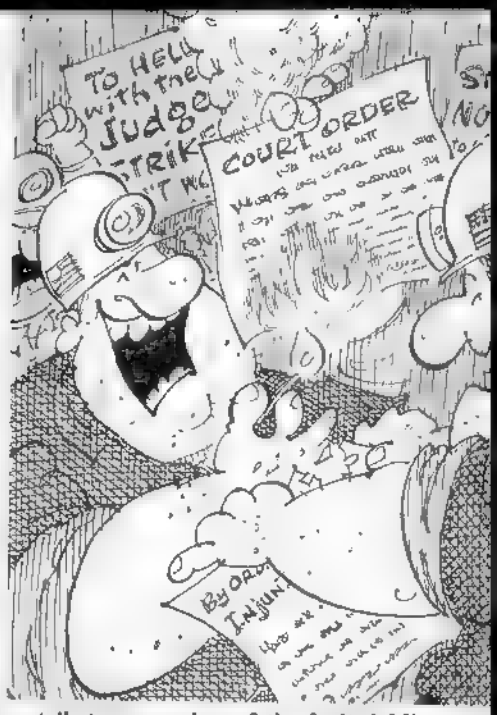


ADDING CONSULT TO INJURY DEPT.

If a Doctor or a Dentist suggests surgery...or some type of expensive treatment...most people will make sure by getting a "Second Opinion."

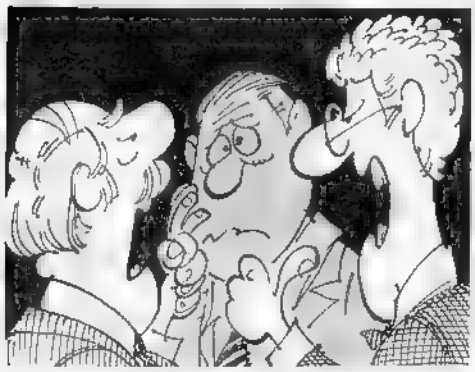
"Second Opinions" however, can be very valuable in common everyday situations, too. So MAD recommends seeking them out. You'll see what we mean . . . with these examples of

If your Teacher tells you that ours is a nation of "Laws," not "Men"...



...talk to a member of the United Mine Workers Union for a SECOND OPINION.

SECOND OPINIONS IN NON-MEDICAL CASES



ARTIST PAUL COKER

WRITER DENNIS SNEE

If "Zero Population Growth" advocates tell you that our declining birth rate is good news for the entire country...

...talk to any unemployed Elementary School Teacher for a SECOND OPINION.

If your Wife observes that the latest girl your son is dating seems to have absolutely nothing going for her...

...have one of those man-to-man talks with your Son for a SECOND OPINION.

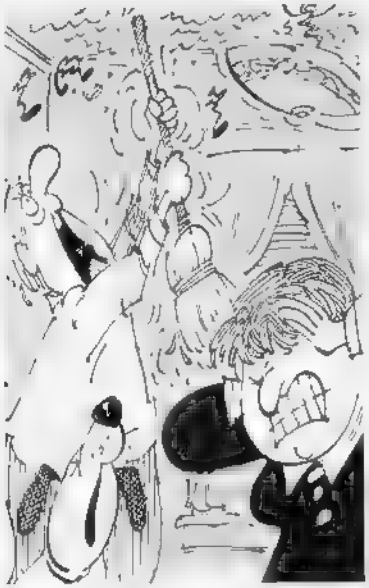
If your new Girlfriend claims you're the first man she has ever loved...

If your High School Guidance Counselor tells you that you have no future...

..see your nearest Army, Navy or Marine Recruiter for a SECOND OPINION.

If the Ticket Seller at a smash-hit Broadway musical says, "Sold out!"...

If your Son's Piano Teacher tells you he has the potential to become another Van Cliburn...



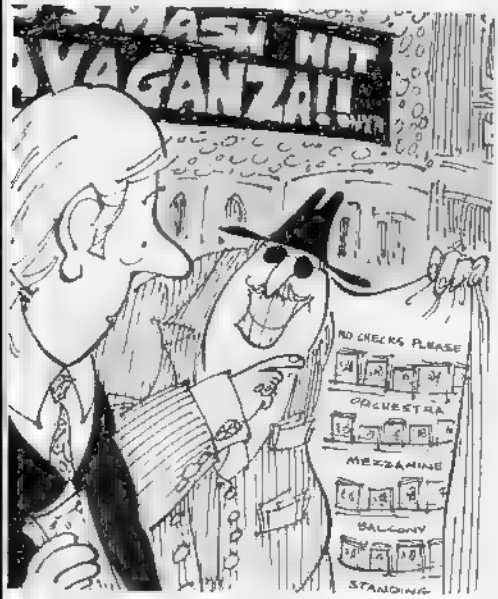
...talk to your neighbors downstairs for a SECOND OPINION.

...if your Dad tells you a College Education is a guaranteed ticket to a good job and a comfortable future...

...try a personal interview with her last Boyfriend for a SECOND OPINION.

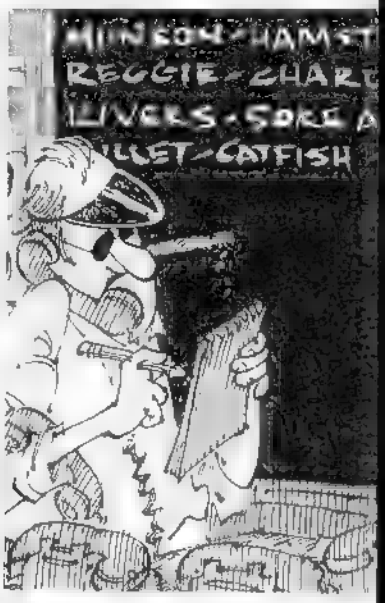
If your Father tells you his childhood was one of bitter hardship and deprivation...

...talk "off-the-record" with your Grandmother for a SECOND OPINION.

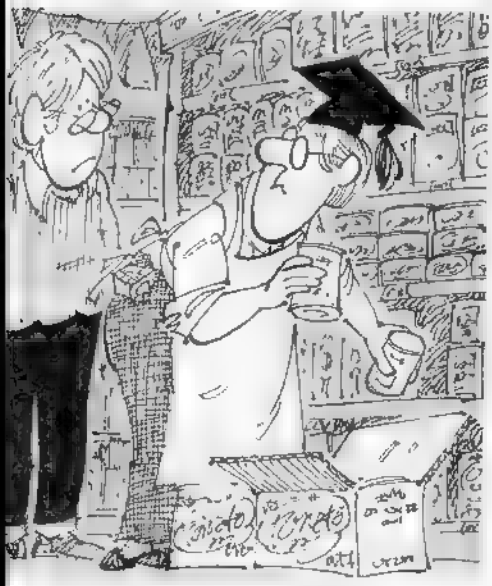


..try looking for a Scalper in front of the theater for a SECOND OPINION

If your Bartender tells you that the Yankees can't possibly lose their next game with the Red Sox...



...talk to your Bookie for a SECOND OPINION.



...talk to any Grocery Clerk with a Master's Degree for a SECOND OPINION.

If your History Teacher says the American Way has always been to show generosity toward her former adversaries after armed conflicts...

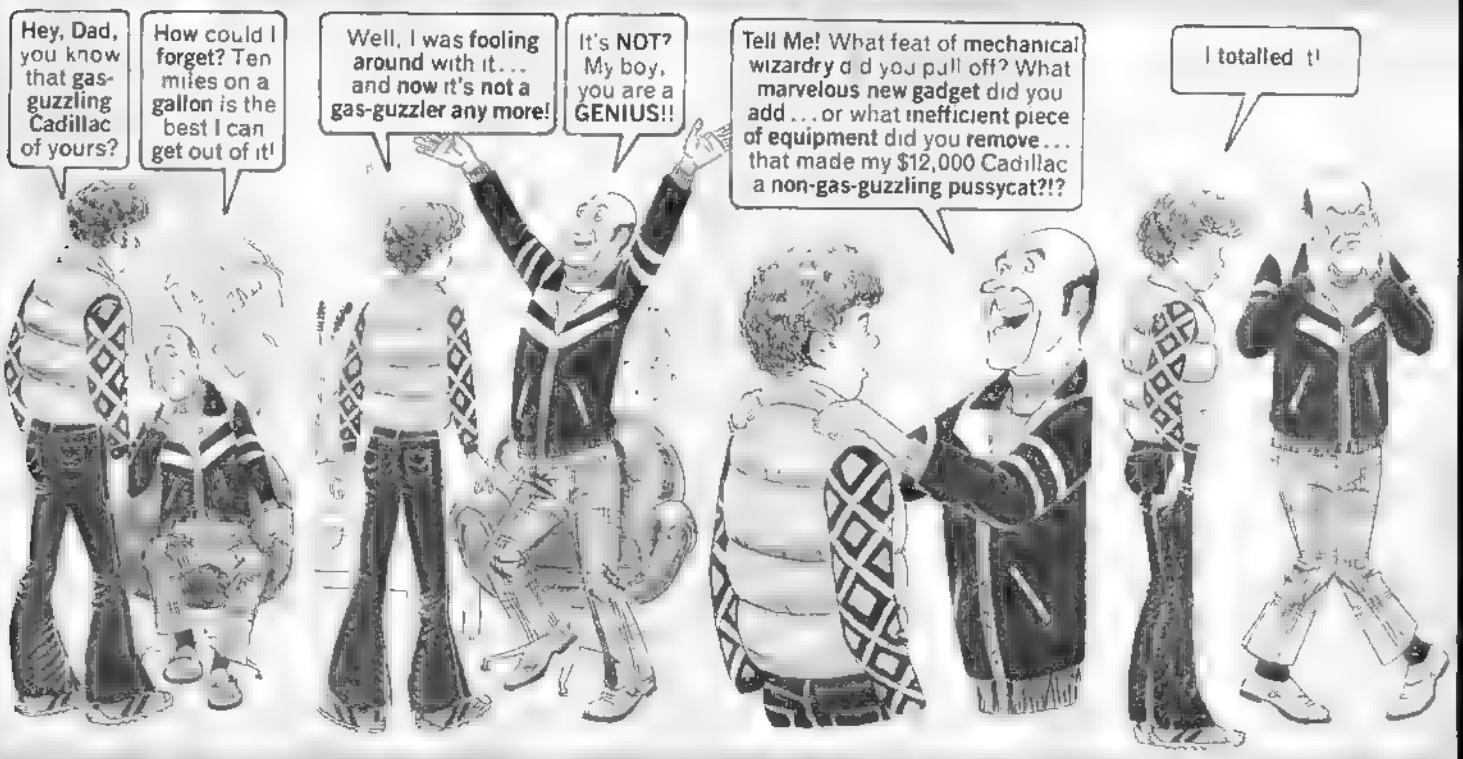
...talk to any American Indian around for a SECOND OPINION.

BERG'S-EYE-VIEW DEPT.

THE LIGHTER SIDE OF... SUR

PRISES

ARTIST & WRITER
DAVE BERG



Hello?
Bernie, baby! It's ME! Roger Kaputnik!
Roger Kaputnik?!?
Right! Surprised you, didn't I?! You SAID that if I was ever in your neck of the woods to drop by! Well. I'm in your neck.. and I'm dropping!!
Dog my cats... Roger, you ol' son of a gun! It's great to hear your voice! The welcome mat is out! Come on over, ol' Buddy! We'll kill the fatted calf and talk over old times!
Who the hell is Roger Kaputnik?
YAAH!
You scared the heck out of me! Look at me! I'm shaking like a leaf!!
You poor man! Let me get you a shot of whiskey to calm you down! After all, it isn't every day we get the Super up here to make repairs!
WHAT Super?! WHAT repairs?! I was robbing your apartment!
I know how much you love Peanut Brittle, so I made up a batch for you! Help yourself! It's in the can!
Gee... thanks
You know that hundred bucks I borrowed from you? I bet you thought I was a dead beat! Well, I'm not... and here's the hundred back...
I—I don't believe it!
I believe it! And I need fifty of that to buy a new Mix-Master!!
And I need thirty-five for a new tire for my Honda!
And I need fifteen for new jeans!
Well, I gotta tell you, when I lent you that money, I figured I'd never get it back
..AND I WAS RIGHT!!

Don't bother saying it! I know the routine by heart! You don't like the crowd I'm running around with!
And you think I've been popping qualudes... or smoking pot... or guzzling booze... or making out with some bum in the back seat of a car!
And I had you worried sick, and this is an ungodly hour for a girl my age to be coming home!
Oh...??? Were you out?!?

YAAAH!
TWANG
HA-HA!! That was hilarious! The look of surprise on your face was absolutely priceless!
But all kidding aside, this is the REAL Peanut Brittle I made for you! Tell me how you like it!
YECCH! I'd rather have the can of snakes!!

Just wait, Mom, Dad! You're going to LOVE Millie! She's something that hardly exists today! An old-fashioned girl!
Hey, Millie! C'mon down! I've got a surprise for you!!
I'm coming, Darling!

I don't believe it!! After thirty years of eating and hating oysters, waiting for that one improbable moment, it's finally happened!!

I FOUND A PEARL!!

Congratulations! Let's have a look at it!

Uh sorry! No!

Why in heck not?!?

I swallowed it!

It's our Son, Bruce, calling "Long Distance," Harry! Do you have anything to say to him?

Do I ever!! I got plenty to say to him! Just let me at that phone!

I want to know when he's going to shave off that dumb beard, and when he's going to settle down and do an honest day's work, and when he's going to find some nice girl and get married, and when he's going to stop calling "Collect"...!

He DID! He IS! He WILL! And he's PAYING for this call HIMSELF!!

Hel o. ?! Hello. Mom? Why isn't Dad talking to me?!?

He's SPEECHLESS!!

Y'know, jogging is not only healthy . but it's also safe! Mainly because it's the only time that a mugger won't attack you!

THAT'S WHAT YOU THINK, BUDDY! STICK 'EM UP!!

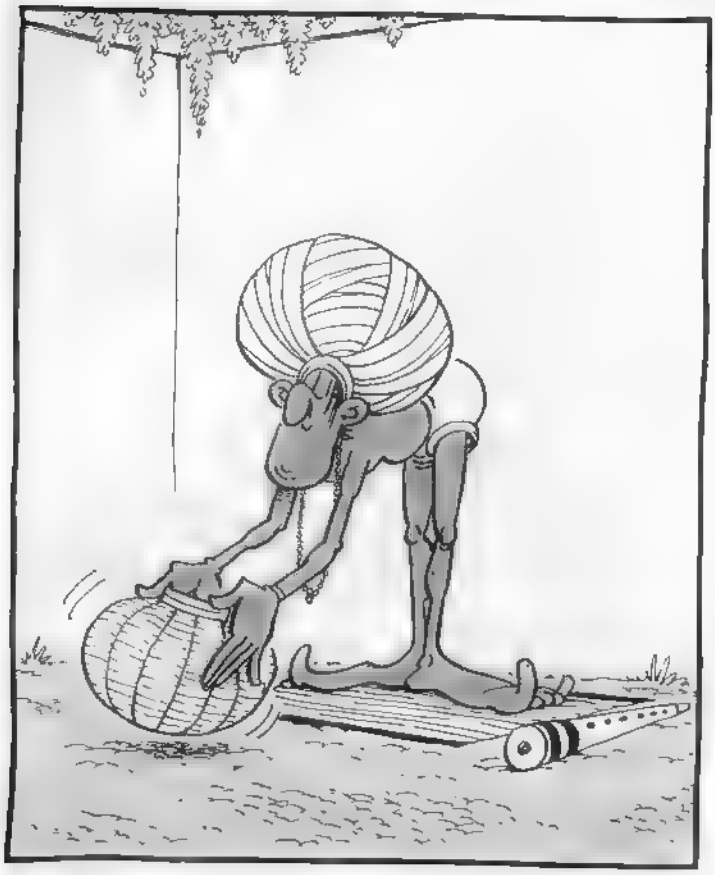
But . but we're only joggers! We have nothing of value on us!!

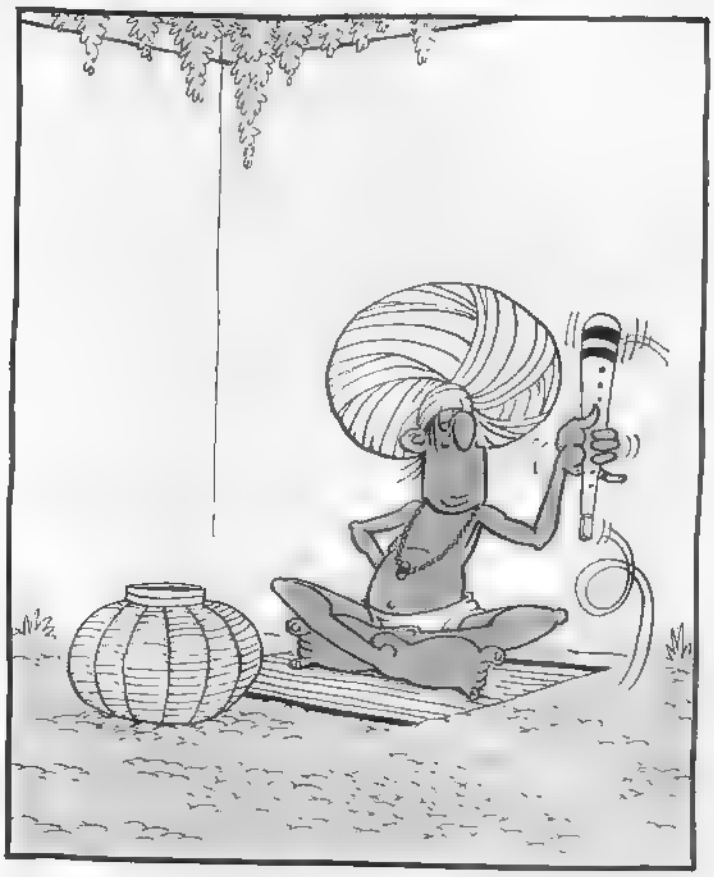
Oh, yeah?! I happen to be a jogger, too!

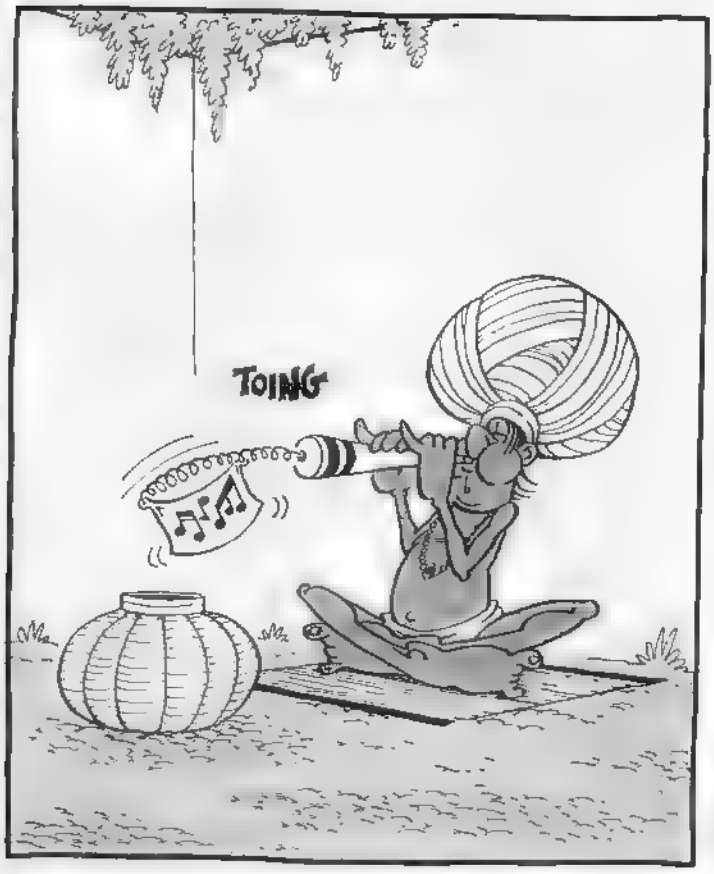
So hand over those size 10, $49.95 Adidas Running Shoes!

DON MARTIN DEPT. PART II

ONE MAGICAL DAY IN MODERN BAGHDAD





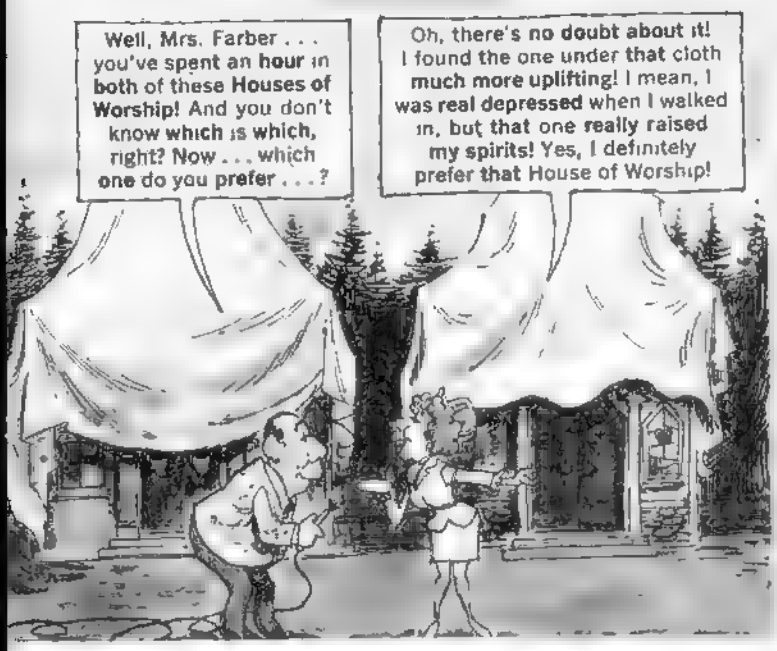


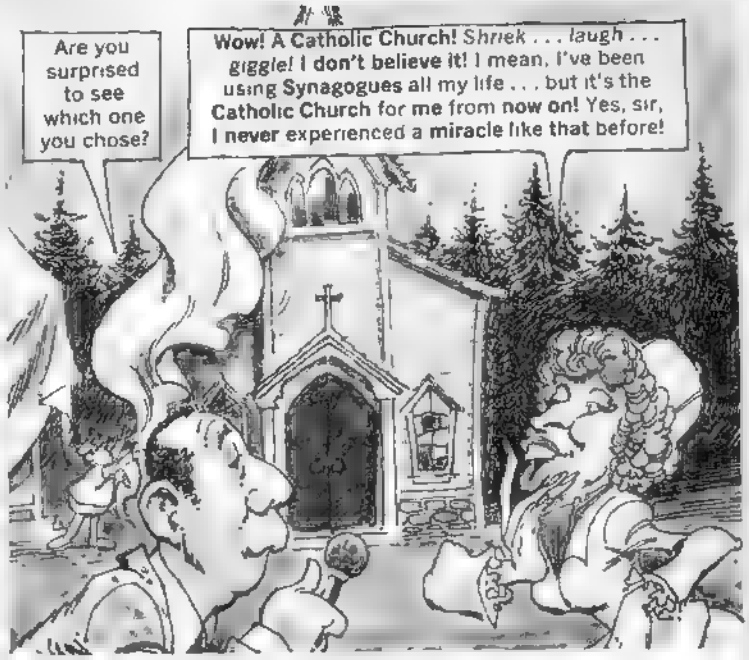
PICK ACTS DEPT.

Remember the good old days of TV commercials when, in order to prove how good his product was, an advertiser used to knock "Brand X"? Well, if you've been watching the tube lately, you know that we don't have "Brand X" to kick around anymore. No sir, nowadays on TV, advertisers kick around the real thing. For example, Lincoln kicks Cadillac, Pepsi kicks Coca-Cola, Pinto kicks all the other cars, and so on. It's all

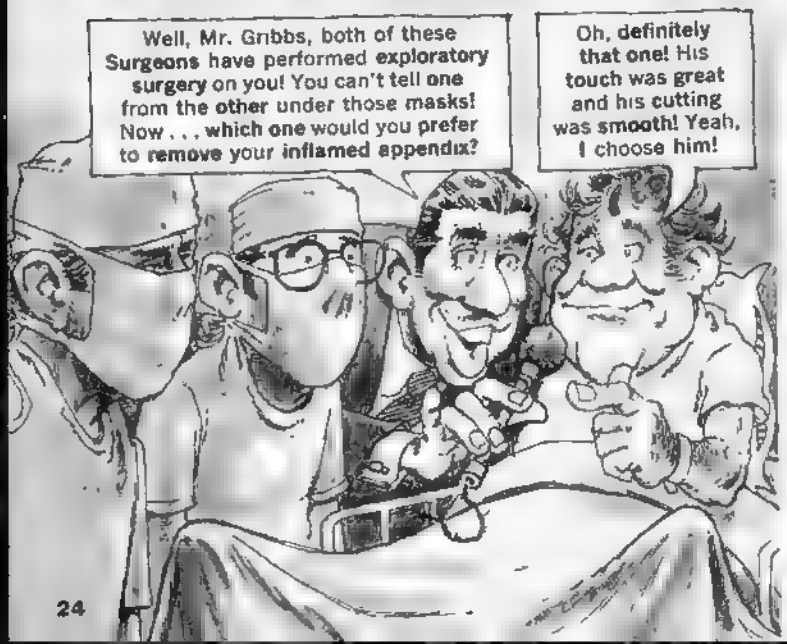
COMPARISON IN EVERYDAY

CHOOSING A HOUSE OF WORSHIP





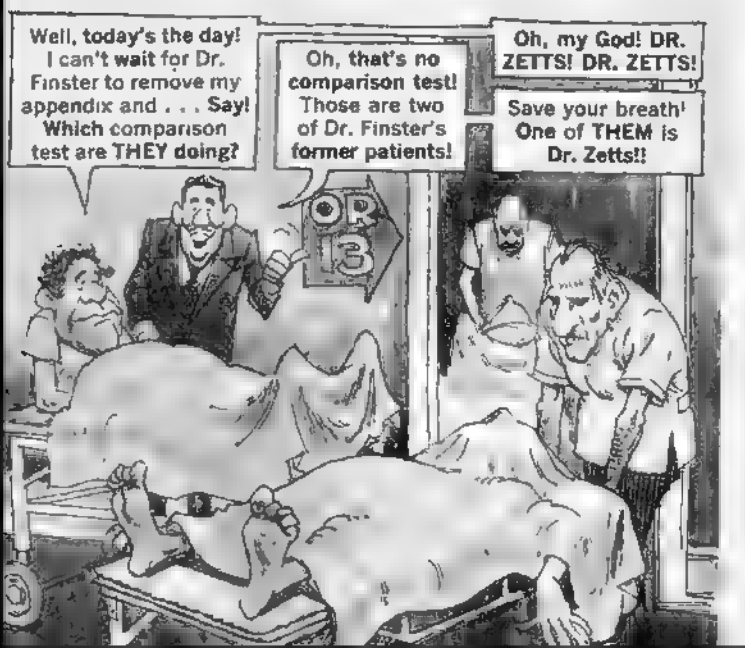
SELECTING THE BEST SURGEON



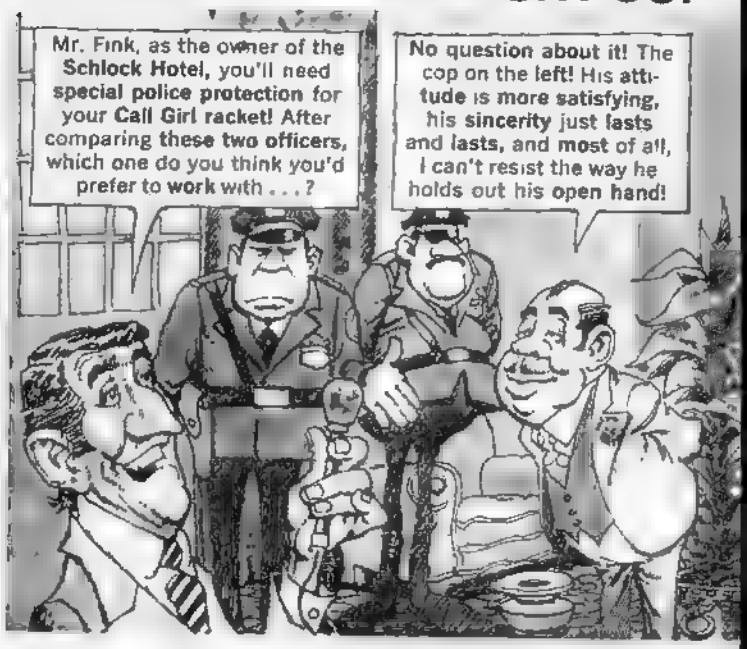
done through the ever-popular gimmick known as "The Comparison Test." Well, we got to thinking: What would happen if this device were to be carried over into other areas? F'instance, let's take a MAD look at

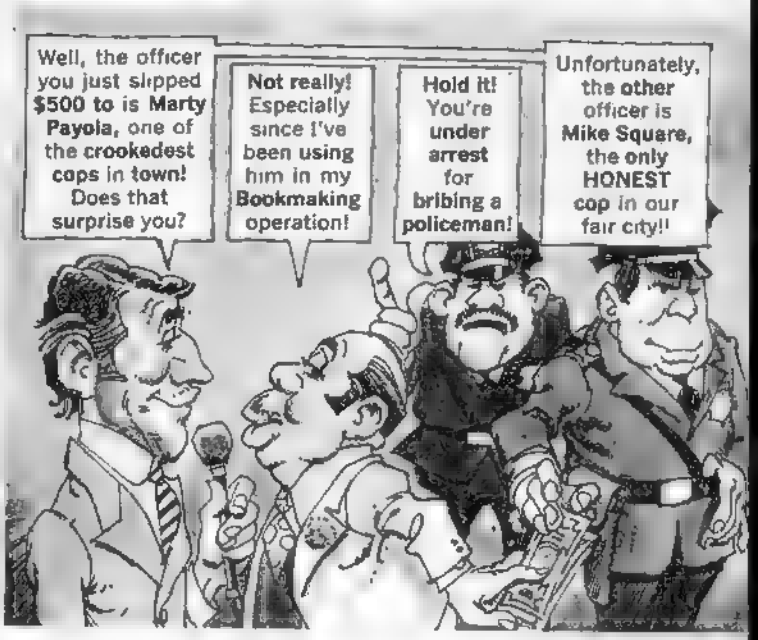
TESTS
Y LIFE

ARTIST: JACK RICKARD WRITER: LARRY SIEGEL



PICKING OUT THE RIGHT COP

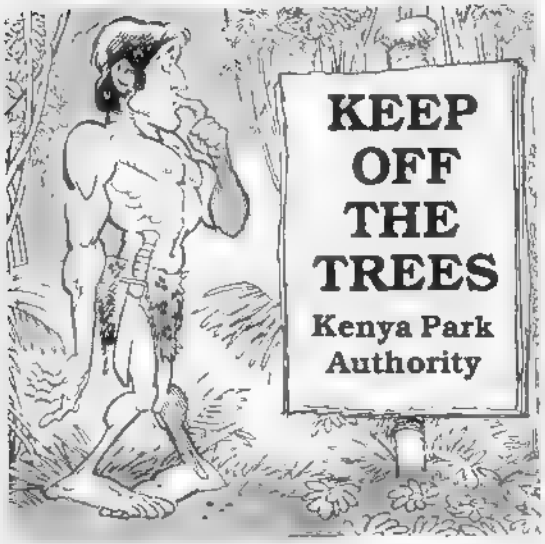


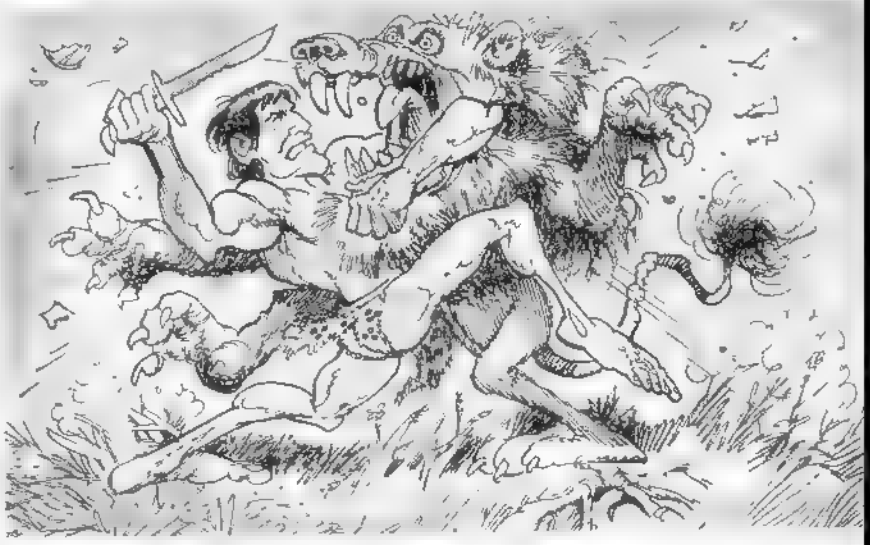


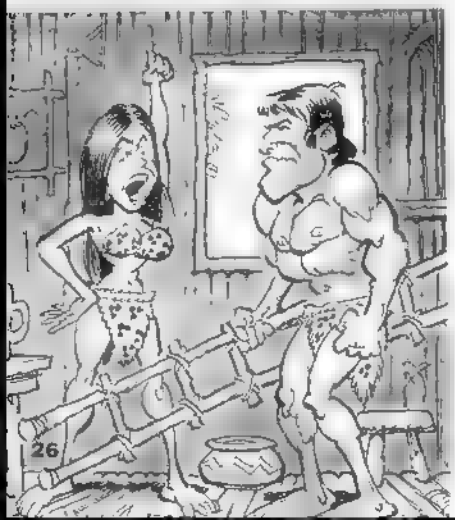
JUNGLE ROT DEPT.

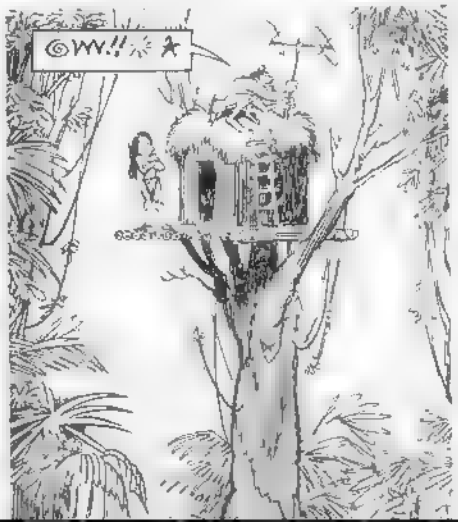
A MAD LOOK AT TARZA

ARTIST JACK DAVIS



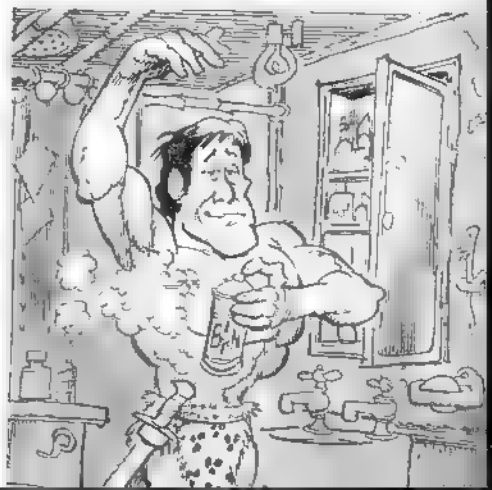






N...TODAY

WRITER: DON EDWING



Coming Soon
CONGO
COOPERATIVE
APARTMENTS
Oonngawaahhhhhh!
THWAK!
CLEARANCE
10 FEET
TANZANIA
HYDRO-ELECTRIC
PROJECT #6
Tarzan, the garbage is really beginning to smell!
We simply HAVE to MOVE!!

LACK OF "PRO" CREATION DEPT.

Every Hollywood producer seems well aware of the current magic formula for achieving fame and fortune, especially fortune. First, develop a TV show that is capable of staying on the air for more than 13 weeks. Second, wait until the minor characters, as well as the stars, have become familiar to the audience. Third, remove all of the minor characters from the original show and make them stars of their own spin-off series. This formula has worked so well for the Norman Lear and Mary Tyler Moore organizations that even their spin-offs now have spin-offs. Sadly for those of us who are mere viewers, the end of the spin-off mania may not even be in sight. There are still lots of performers lurking in lesser roles on successful shows who could pop up at any time in weekly series of their own. MAD envisions what may soon be cluttering up the tube when we are all forcefully exposed to the next round of...

TV SPIN-OFFS YET TO COME

ARTIST: HARRY NORTH, ESQ. WRITER: TOM KOCH

SQUIGGY

The annoying little cretin of the "Laverne and Shirley" cast turns up with a show of his own this season. Network officials who already have screened the early episodes proclaim, "It's a laugh riot, as any show would naturally be when it centers around the antics of a mental deficient who drives a beer truck in Milwaukee during the 1950's." This contention is borne out in the series premiere entitled "Squiggy Goes Bowling," which features Squiggy going bowling. Brags Executive Producer Tinker Bell Grant, "That episode is authentic as well as funny, because bowling was a thing they really did in parts of the Midwest in those days. You'd never see a comedy routine about it on 'Hawaii Five-O', because bowling isn't that big out there." Grant added that other 50's Midwestern subjects are slated for future episodes, like Winter Weather and Lake Erie.

ABC–Thursday, 8 P.M.

STAVROS

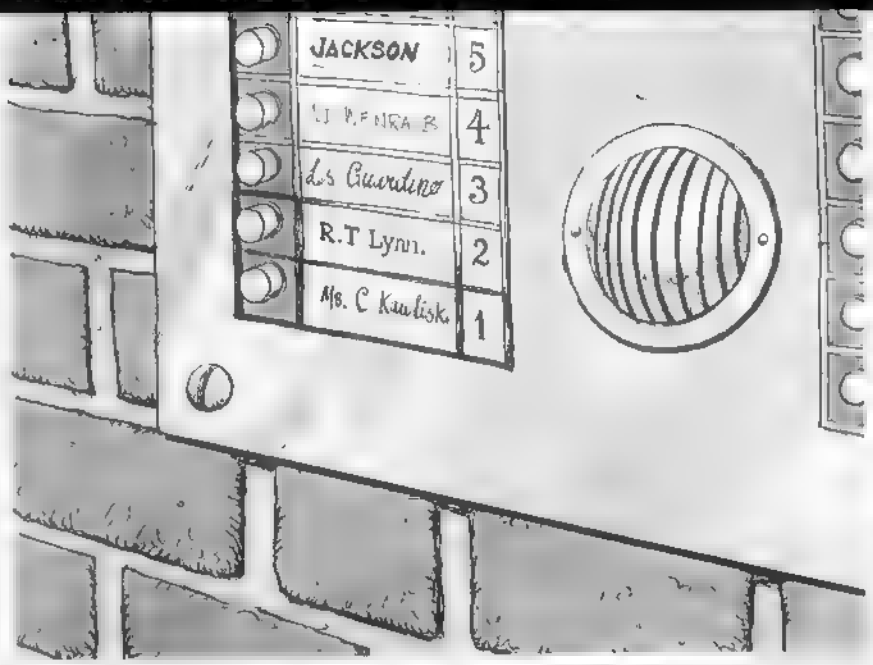
With TV violence somewhat curtailed, sadistic viewers can now get their kicks from the cruel humiliation featured in this new police drama. Spun off from "Kojak", the series follows the career of a fat, sweaty, middle-aged detective who is struggling to keep his job until he can reach retirement age, despite the sarcastic bullying of his superiors. Explains one network official, "People are fed up with TV super-cops who just say dumb things like 'Who loves, ya, Baby?' That's why the only catchy phrases you will hear Stravros using repeatedly are, 'Yes, Sir,' and 'Right away, Sir.' That's the kind of dialogue most schnooks can identify with." The new series will kick off with a special two-hour episode in which Stavros carefully waters his plants at the office, spills mustard all over his tie at lunch, and then he gets trapped in a squad car when his stomach is hopelessly lodged under the steering wheel.

CBS–Sunday, 10 P.M.

CARLTON

This bright new comedy spin-off dramatizes the always amusing story of an alcoholic doorman whose losing battle with liquor is causing him to mess up his job at a second rate New York apartment building. Retaining the novel idea first developed on "Rhoda", Carlton will continue to deliver all of his lines over the inter-com of the building, and will never be seen. Explains an associate producer, "We're convinced that keeping the star out of view is our hottest gimmick. We let each member of the audience form a mental picture of what he looks like. And that's the newest brainstorm to hit show business since radio had the exact same thing 50 years ago." As a "Rhoda" spin-off, this new offering will feature many of the characters who already have been dropped from the parent show, including Rhoda's former husband, Brenda's former father and Rhoda's former husband's former business associates.

CBS–Monday, 11:30 P.M.



WELCOME BACK, HORSHACK

The weirdest of Kotter's "Sweat Hogs" breaks away from the parent show this year to try to make it on his own in a weekly spin-off series. The creators of "Welcome Back, Kotter", who freely admit that they never tamper with a successful idea once they've finally thought of it, will use the same basic premise for "Welcome Back, Horshack." The star will portray a teen-age volunteer who works part-time at the same nursery school for incorrigibles that he had attended many years before. The stories will deal chiefly with Horshack's efforts to ride herd on the "Sweat-Piglets", as they have been nicknamed by their more studious classmates. The new show will also resemble "Kotter" in another key respect. Gabe Kaplan plans to make a special cameo appearance each week and interrupt the story by doing a five-minute monologue that has nothing to do with the plot.

ABC–Saturday, 4:30 P.M.

THE TRULY ODD COUPLE

After several years together on "M*A*S*H", where they portrayed the only two enlisted men in the Korean War, Corporals Klinger and Radar O'Reilly team up again in this hilarious spin-off. Sharing a New York apartment after their release from the Army, Radar and Klinger embark on a series of zany escapades that could only occur when two single men live together, and one of them wears high heels and earrings. Says long time associate Alan Alpo, "Having Klinger appear as a transvestite on one of the 'M*A*S*H' episodes was no big thing because we took it for granted that every unit in the Korean War had a few guys who wore women's clothing. It gets funnier in a New York setting, where Radar uses his Army training to become an executive file clerk, while Klinger in his party dress hangs out on Times Square making a lot of new friends.

CBS–Saturday, 9:30 P.M

ROOSTER

"Baretta" fans will be thrilled to learn that the show's colorful informer and all-around fink, Rooster, spins off for an adventure series of his own this year. Noted for his bizarre wardrobe and the bizarre women who follow him around, Rooster will retain most of his "Baretta" characteristics, including the ability to recite dialogue in a jive jargon that no one in the audience can decipher. The only thing he'll change on the new show is his occupation. The network insists that he switch to private eye from whatever questionable thing he did for a living on "Baretta". However, we are assured that he will remain the same boastful, slimy, untrustworthy vulture that has made him such a favorite with viewers. In the opening episode of "Rooster", we are introduced to the star in his new detective role as he tries to tail a dangerous suspect without attracting suspicion while he is dressed in a gold lame jump suit, a rhinestone sombrero and zebra skin elevator shoes.

NBC–Wednesday, 2 A.M.

WOJOHOWICZ

Sensing that there is something intrinsically funny about an intolerant police officer who is also Polish, the producers of "Barney Miller" are giving Detective Wojohowicz his own show this year. Enthuses Program Creator Danny Fordyce, "The great thing about Wojo is that he's not just a one-dimensional character. Besides his amusing narrow mindedness, he can also give us a million laughs with his stupidity and his loutish manner. Wojo is a walking ethnic joke which I'm sure the Polacks as well as normal people will find hilarious." Fordyce said that he also has solved the problem of having Wojo on a new show where he'll be removed from his former cronies on "Barney Miller". Wojo will do some old George Jessel routines in which he pretends to have a weekly phone conversation with his mother in Warsaw.

NBC–Friday, 9:30 P.M.

JEDEDIAH JONES

Buddy Ebbtide appears to have found a way to unload the smart-alecky kid who has been portraying his nephew on the "Barnaby Jones" series. This season, young Jedediah will launch his own show, playing the same girl-crazy klutz who has become such a pain in the neck to the "Barnaby" cast. Says Ebbtide, "The new show will have only one change in the types of plots that are developed. Since I won't be there every week to bail out Jedediah out of the jams he gets into, he'll just have to stay in them. For example, the first episode has Jedediah trying to make out with a gangster's girl friend, and getting buried at sea in a block of cement when the gangster catches him." Ebbtide admits this leaves the new spin-off with no possible 2nd episode, but he doubts that the show will be around long enough to need one.

CBS–Tuesday, 10 P.M.

STILL MORE OSMONDS YET

The 14 brothers and sisters of Donny and Marie who never had the slightest desire to enter show business will do so anyway this season. Ranging in age from three to 47, the new stars all share an amazing lack of ability to sing, dance or appear in sketches. Says the family's business manager, Seymour Sibling, "The new Osmonds will rely on the same kind of mindless chatter that made Donny and Marie the nation's sweethearts. However, the comedy topics will be less offensive to our conservative viewers. No more talk about Donny's purple socks or similar articles of intimate clothing. Instead, all the jokes will deal mostly with subjects like Zeppelin racing, the Homestead Act of 1862 and what to do with pickled beets." In the only scheduled musical feature on the new show, 39-year-old Skippy Osmond will pound a brass drum each week while his four-year-old sister, Lucretia, recites the lyrics of beloved foreign Christmas Carols.

ABC–Wednesday, 8.30 PM.

BOSLEY

The only male regular on "Charlie's Angels" gets a chance to headline his own show this year. At the star's request, the only other members of the "Bosley" cast will be a 97-year-old woman with no teeth, an unbathed wolf-boy and a badly deformed Amazonian head hunter. Explains the new show's producer, "Our main character feels that his acting ability has gone completely unnoticed on 'Charlie's Angels' because every one of the scenes was loused up by the presence of a bunch of sexy girls. I agree that brilliant acting can go to waste when the viewers are forced to watch voluptuous young women run around in scanty clothing at the same time." Hoping to escape the inevitable "girlie show" image that continues to plague "Charlie's Angles", the new spin-off will begin with a two-parter filmed at a Japanese Sumo wrestlers' training camp. The story deals with thirty-two fat, ugly men who are all suspected of killing a homely male cocker spaniel.

ABC–Wednesday, 9:30 A.M.

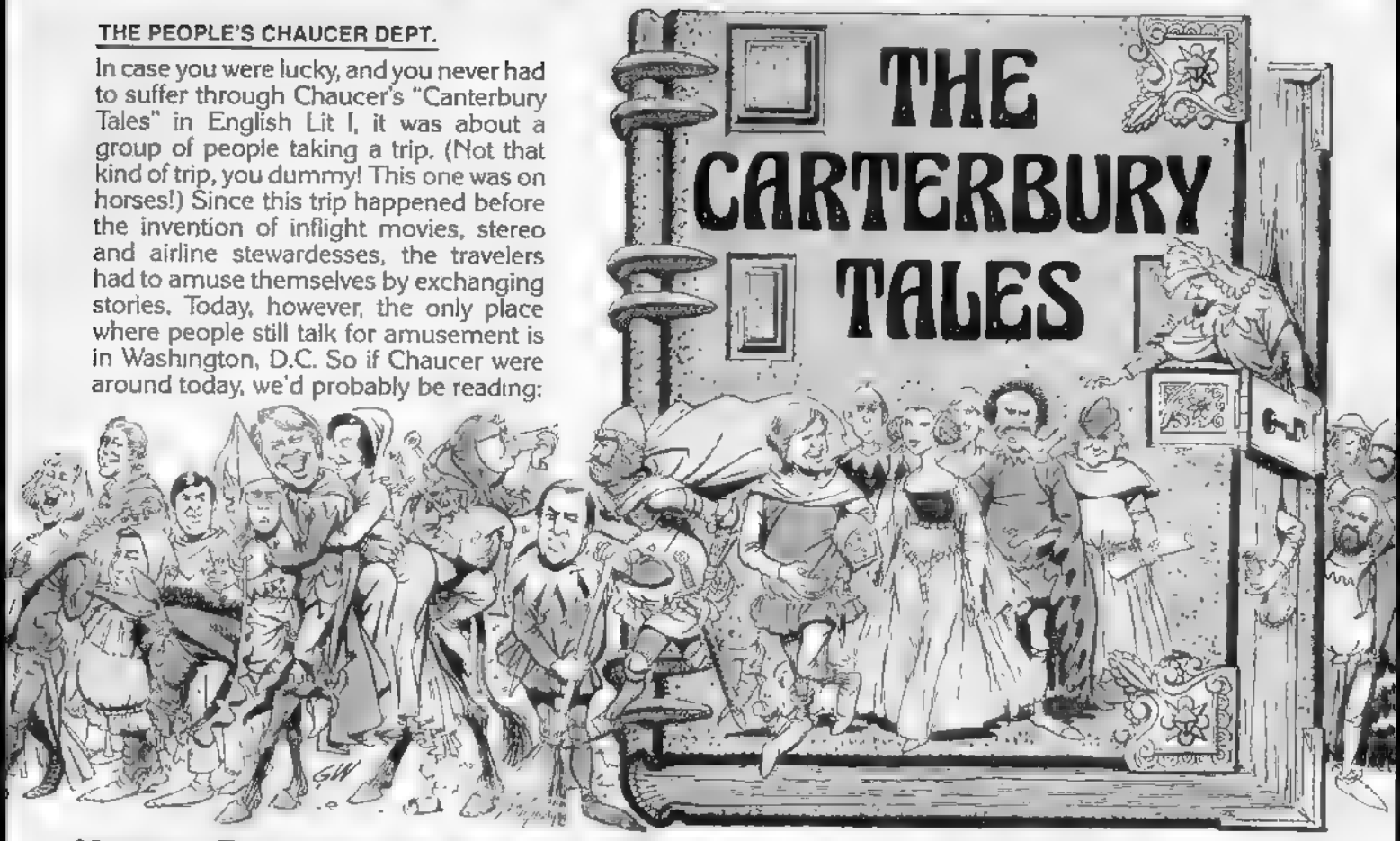
PRIME TIME SERMONETTE

With the ratings on its late night "Sign-Off Sermonette" having climbed from 0.01 in 1952 all the way up to 0.03 last season, NBC has now decided to launch another religious program in the vital 8:57-to-8:59 P.M. time slot. Reverend Crawswick Grimwald, who anchors "Sign-Off Sermonette," will also star in the new show. However, the network has asked Reverend Grimwald to "doll up his act" for the bigger prime time audience. "Grimwald's a Methodist," apologized one NBC spokesman. "That may be okay for late at night, but the prime time viewers want hoky, crackpot religions because they're funnier. Also we're getting an acid rock group to provide background music instead of that stodgy organist the Reverend's been using." The network has also gone out of its way to book numerous guest stars for "Prime Time Sermonette," including Redd Foxx, Zsa Zsa Gabor, and the Muppets, but hasn't announced just what type of religious entertainment they plan to provide.

NBC–Nightly, 8:57 P.M.

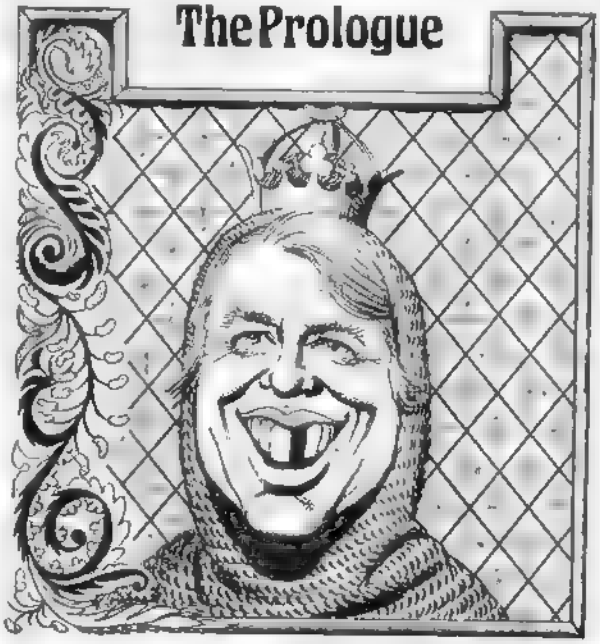
THE PEOPLE'S CHAUCER DEPT.

In case you were lucky, and you never had to suffer through Chaucer's "Canterbury Tales" in English Lit I, it was about a group of people taking a trip. (Not that kind of trip, you dummy! This one was on horses!) Since this trip happened before the invention of inflight movies, stereo and airline stewardesses, the travelers had to amuse themselves by exchanging stories. Today, however, the only place where people still talk for amusement is in Washington, D.C. So if Chaucer were around today, we'd probably be reading:



Heere Begynneth The Booke Of The Tales of Carterbury

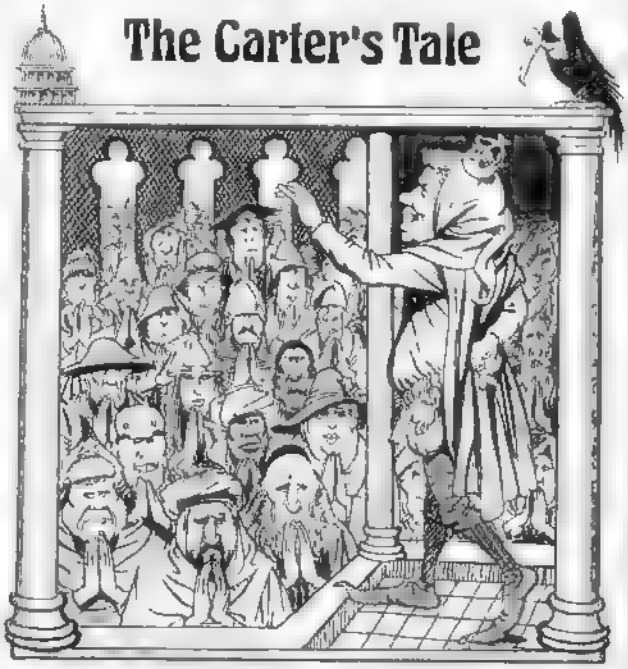
The Prologue



When the lonng speechys of Novymbyr finallee endyd
And the tyryd votyrs to the polls they wenddyd,
They crownyd with vyctoree by a countree myle
The candydate wyth the "Watt—Me Worree?" smyle.

1. *Fyrst worne by Alfryd, the Earl of Neuman*

The Carter's Tale



To be Presydent the Carter lustyd:
"A rebornne Chrystyan can be trustyd
Never a lye to tell!" quoth he.
But hys fyngyrs were crossyd, unfortunatelee.

ARTIST GEORGE WOODBRIDGE

WRITER LOU SILVERSTONE

The Lance's Tale

A dyshonyst bankerre wuld by incompytynt
To balance the Budgette for the Guvyrnmynt.
So the Lance resynyd undyr a suspyshus cloudde.[2]
But his Presydent sayde, "Lance, uv yew I am proudde!"

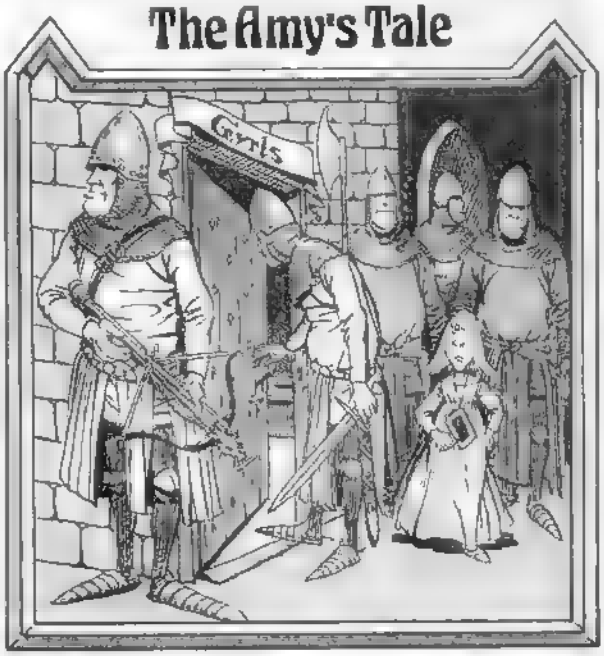
2. A formayshun usuallee loceytyd over Washington, D.C.

The Kennedy's Tale

The Kennedy, a powyrfull Senatyr in Washyngton Towne,
Claymyd he wantyd not the Carter's crownne,
And sayde, "To mye Presydent I wyll remayne loyallel"
Butt from hym, the Carter expycts a screwyng royalle.[3]

3. A straynge maladee that affycts all Presydents when confrontyd with a Kennedy.

The Amy's Tale



A Publyc Schoole us whyre the Amy wentt,
Although her Daddee was the Presydent.
The Secryt Servyce facyd each daye wyth gloome:
They hatyd those tryps to the Lyttle Gyrls Roome.[5]

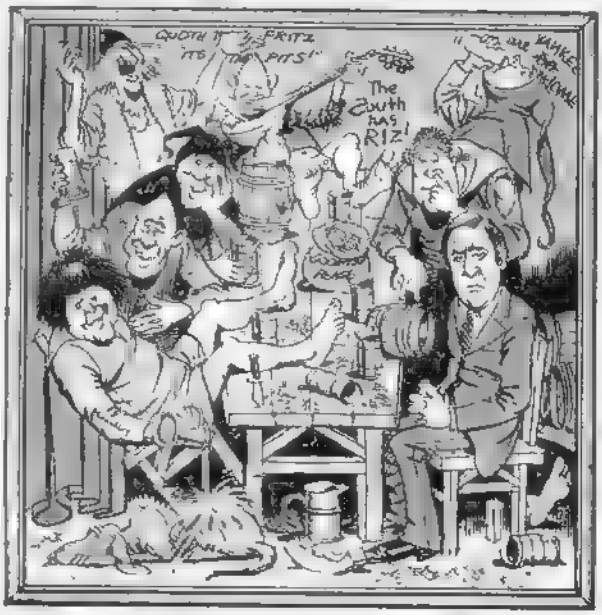
5. An yndoor outhouse.

The Reagan's Tale

To lyve in the Whyte House the Reagan doth dreeme:
In Calyfornya he syts and contynues to scheeme
Agaynst the Carter, the Ford and the Connally
So he canne wyn one for the Gypper, finallee.[6]

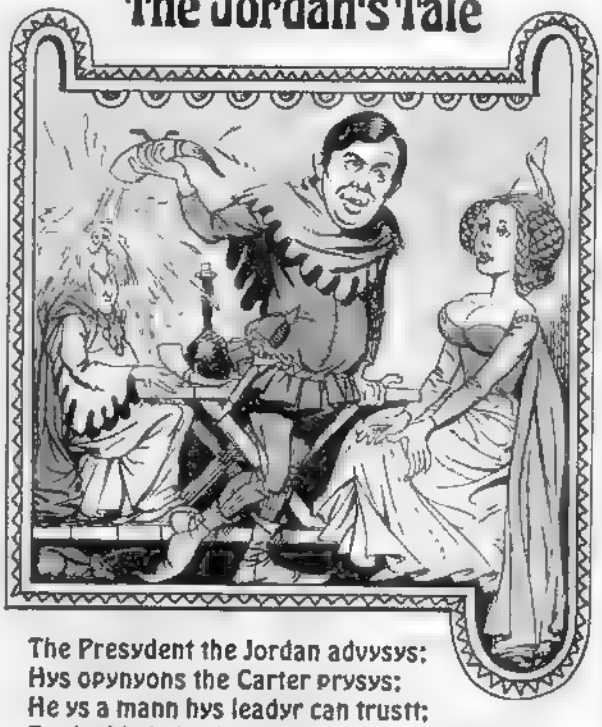
6. In Ancynt tymes, the battle crye for the Fyghting Yrysh, latyr replayeyd bye "We're numbyr one!"

The Mondale's Tale



The Mondale ys the Presydent's lefft hande mann:
The Carter pyckyd hym when he rann.
Quoth Mondale, "In D.C., I fyndeth no joye,
Because I'm no dung-kykyng, goode ole boye!"

The Jordan's Tale



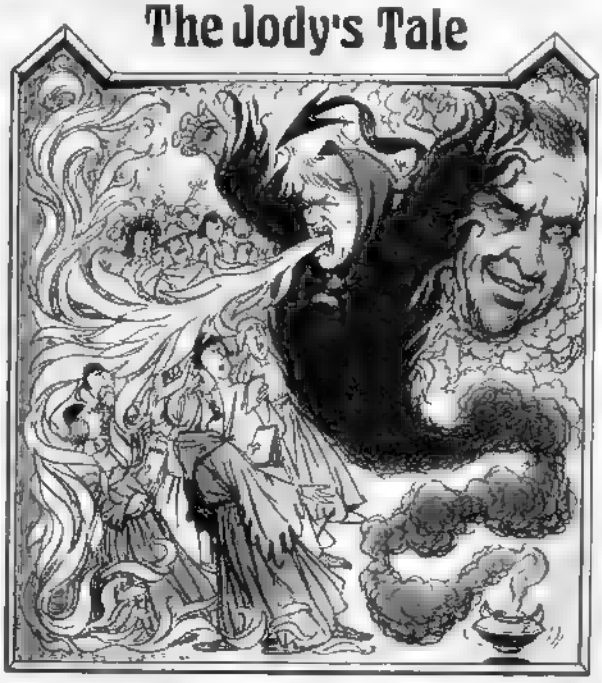
The Presydent the Jordan advysys:
Hys opynyons the Carter prysys:
He ys a mann hys leadyr can trustt;
Too badde he's obsyssyd wytth the female bustt.[4]

4. Sometymes confusyd wyth the Pyramyds.

The Billy's Tale

The Billy he pumpyn pytrol in Playns,
And actyn lyke a clodde wythoutte anee brayns.
The peeple sayde, "Too much canns of beer he drankke."
Butt Billy he laughyn all the waye to the bankke.

The Jody's Tale



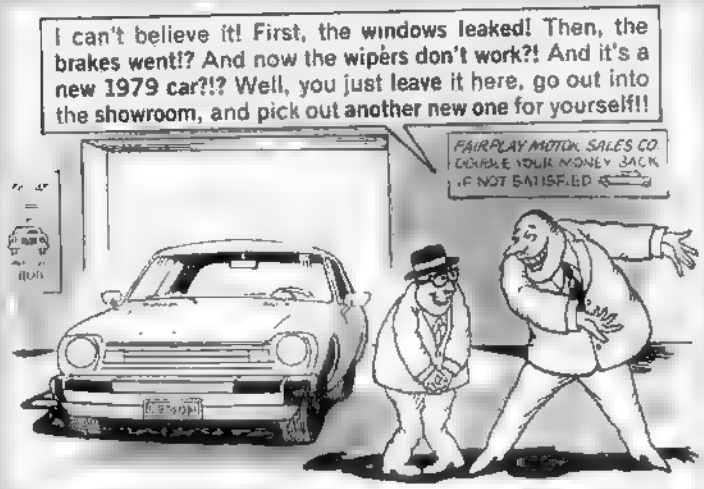
When the Jody launchyd hys fyree attackke,
The scrybes uv Washyngton werre takyn abackke.
"You all are agaynst us!" the Jody dyd roarre:
Now, wherre dyd we hyrre that refrayn beforre?

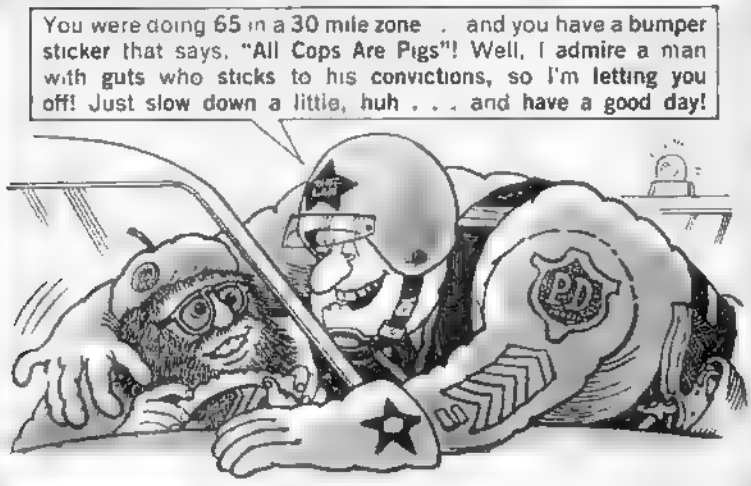
Heere Endyth the Booke of the Tales of Carterbury

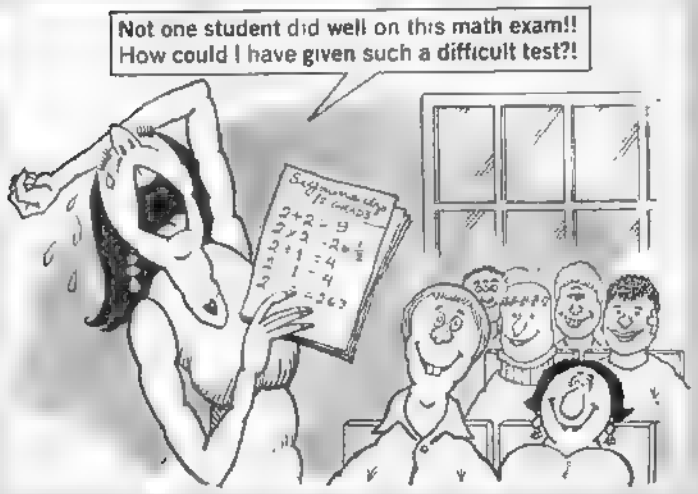
WISHFUL WINKING DEPT.

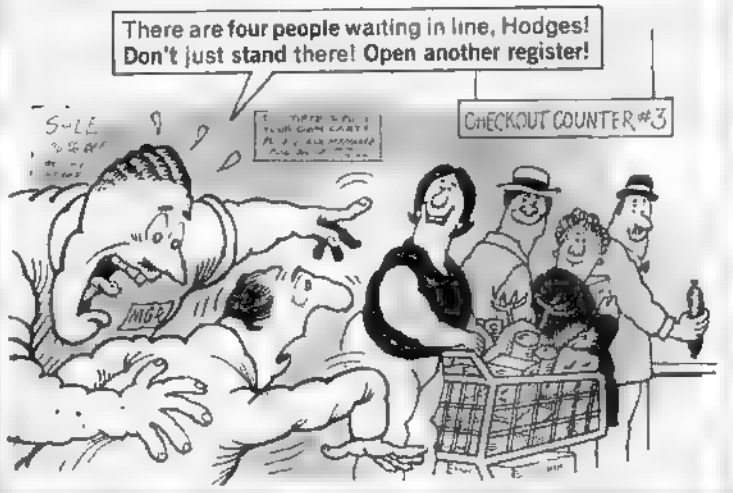
EVERYDAY SCENES

ARTIST: AL JAFFEE



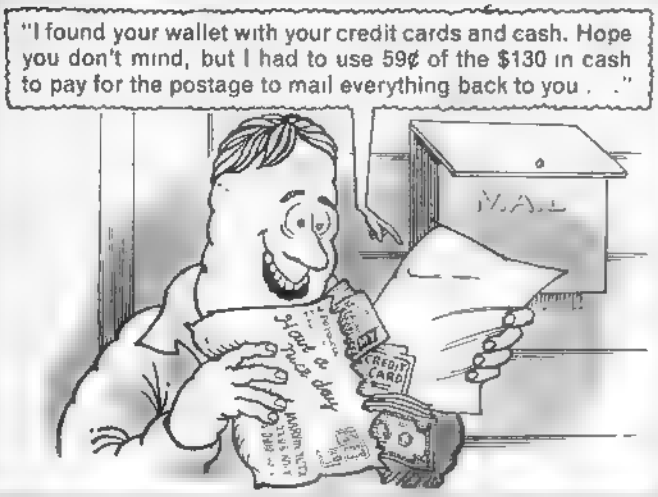


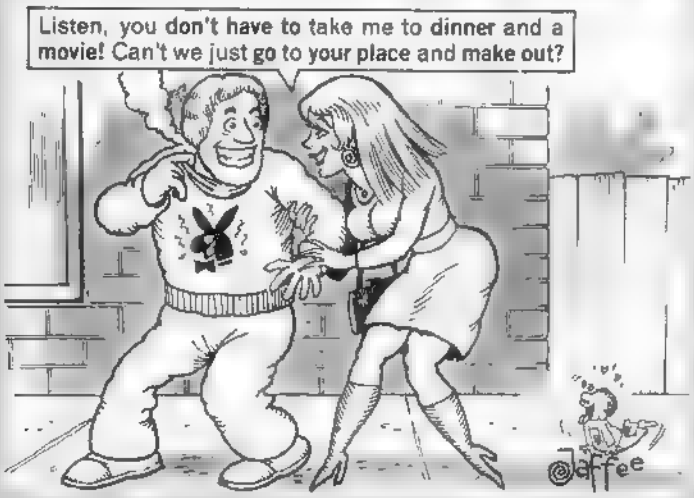




WE'D LOVE TO SEE

WRITER DICK DE BARTOLO





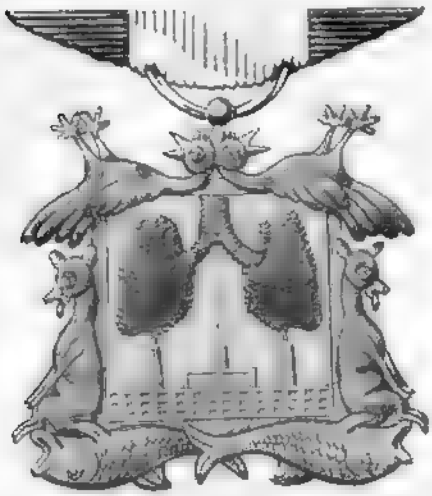
GIVIN' 'EM A RIBBIN' DEPT.

Why restrict the awarding of medals to the military? After all, Civilians perform heroic acts while fighting life's daily battles as well! Let's recognize them with

THIS ISSUE'S PROPOSED MAD MEDALS

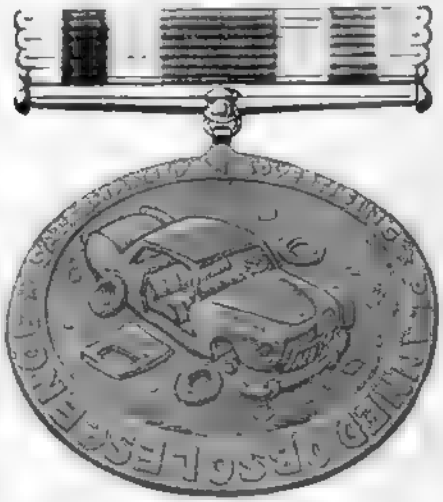
. . . TO BE PRESENTED TO DESERVING CORPORATE EXECUTIVES

THE BLACK LUNG MEDAL



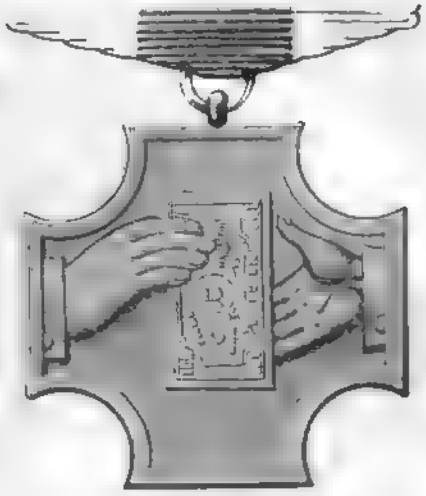
Awarded to Corporate Executives for outstanding service to stockholders in protecting their annual dividends by effectively avoiding and delaying the installation of those costly, but much-needed "anti-pollution devices."

THE NO-FRILLS PRODUCT AWARD



Presented to Corporation Executives who display noteworthy ingenuity in cutting costs of manufacturing their products by reducing the quality of workmanship in them . . . thus avoiding having to raise prices to consumers.

THE HANDOUT OF FRIENDSHIP MEDAL

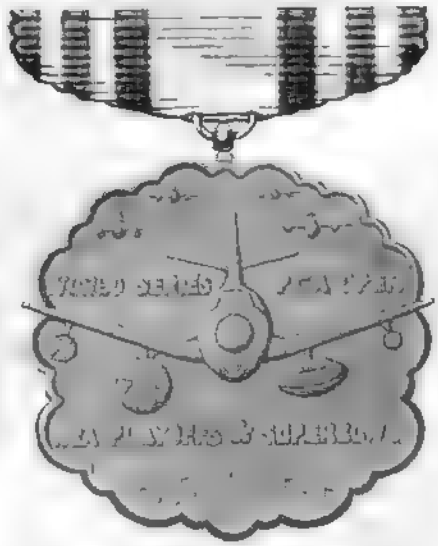


For service above and beyond the call of any corporate duty—by brilliantly disguising campaign contributions and cash gifts to legislators in order to influence votes favorable to the company in any matters that may come up.

THE FRAMMIS AND GRIBBISH AWARD

For brilliant achievement, consisting of introducing colorful made-up words into Warranties and Guarantees, thus affording the consumer an interesting language experience, even if he does not actually understand the meanings.

THE DISTINGUISHED FLYING MEDAL



Awarded to any Corporate Officer who courageously makes use of the Company Jet to fly to a major sporting event, and then writes it off as a business trip . . . so that every taxpayer helps pay for it, not just the stockholders.

ARTIST & WRITER: AL JAFFEE

OUT OF ODOR DEPT.

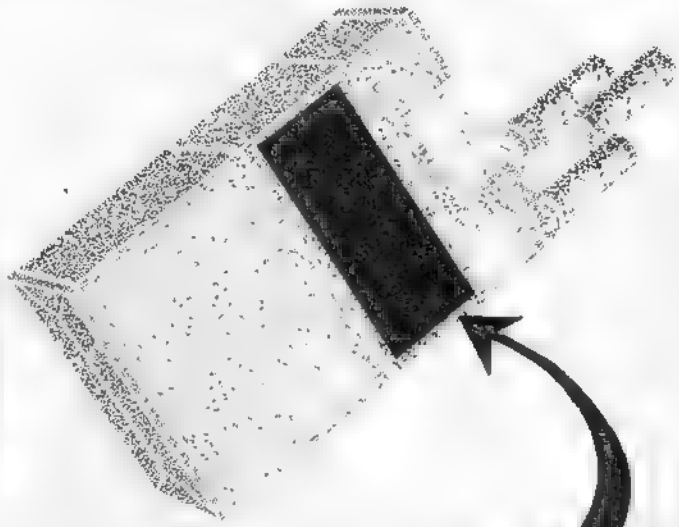
Modern science has come up with a fantastic new gimmick: a strip of paper...chemically treated so when you rub it with your fingernail, an aroma is released. These so-called "Scratch 'n' Sniff" strips are being used by perfume makers to provide samples of their products, and by publishers to create scented books and magazines. Now people who've lived in Kansas all their lives can experience the smell of the ocean, city dwellers can enjoy the fragrance of a cow pasture, and millions of men can thrill to the erotic odor of Farrah Fawcett's armpit without even dating her. We here at MAD are so excited over this big scientific development that we have gone to great effort and expense to imprint these 3 pages with various aromas so that we can share with our readers the thrill of this great invention. Herewith is a selection of

MAD "SCRATCH 'N' SNIFF" STRIPS

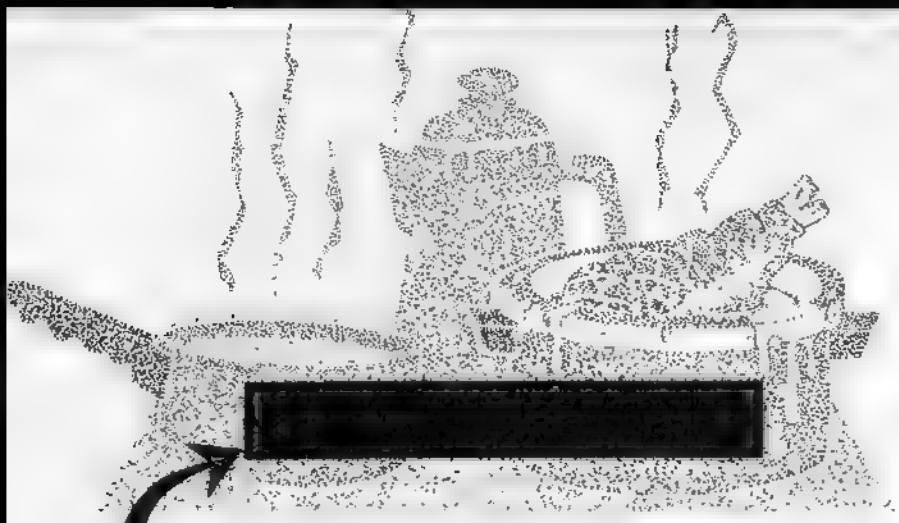
TO THOROUGHLY ENJOY STRIPS ✸ SCRAPE THE BLACK RECTANGLES FIRMLY WITH YOUR FINGERNAIL ✸ HOLD PAGE APPROXIMATELY 3 to 4 INCHES FROM NOSE ✸ INHALE DEEPLY

SCRATCH 'N' SNIFF
for the wholesome, invigorating smell of
CLEAN CITY AIR

ARTIST & WRITER
HENRY CLARK



SCRATCH 'N' SNIFF
for a soothing aromatic sniff of
SAFE CIGARETTE SMOKE



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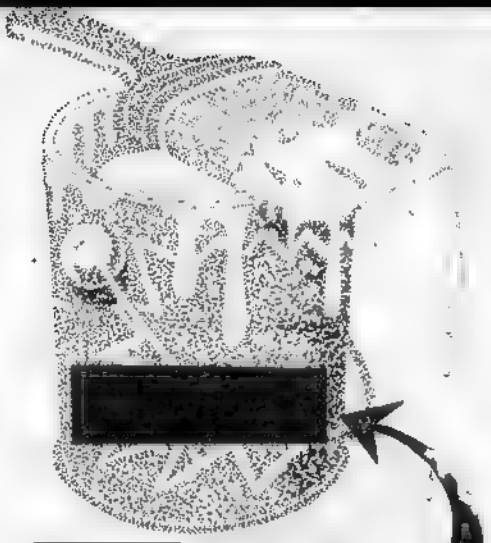
SCRATCH 'N' SNIFF
for the delectable aroma of preservative-free, chemical-free and artificial ingredient-free
HOME COOKING



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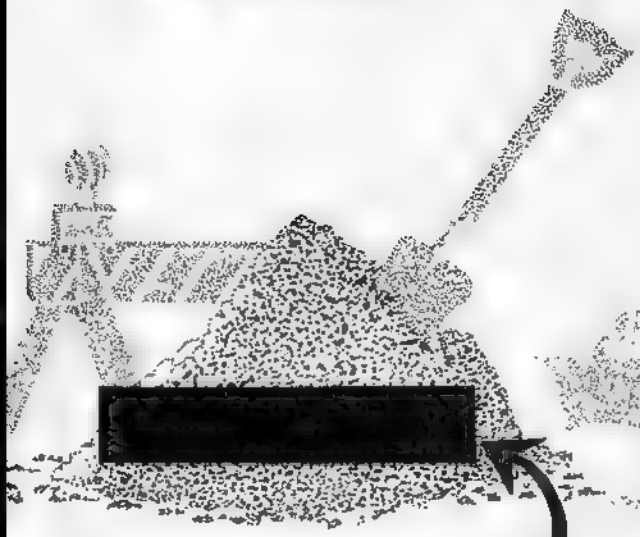
SCRATCH 'N' SNIFF
for the tangy odor of
FRESH PAINT
from a Slumlord tenement

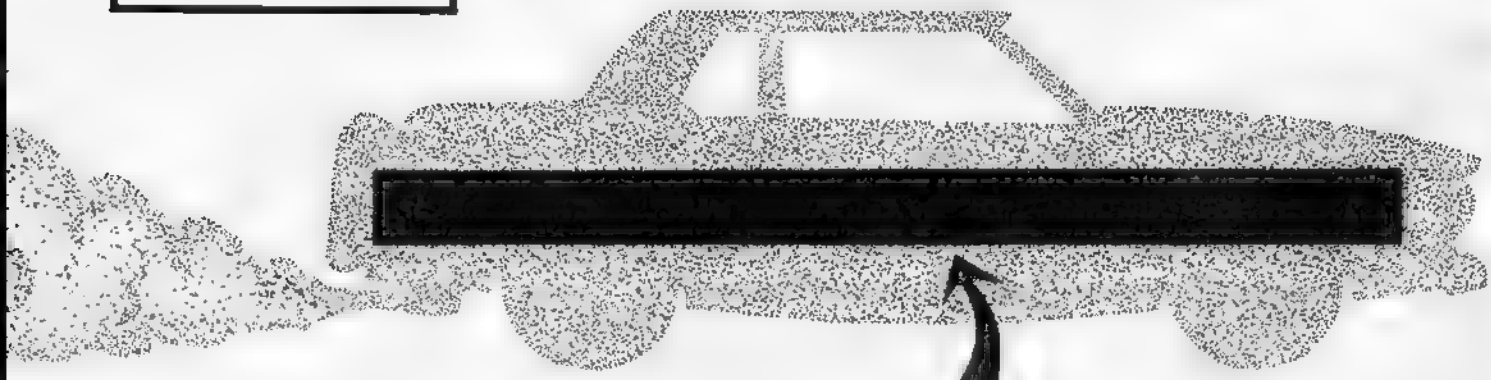


[redacted]

SCRATCH 'N' SNIFF
for the heady scent of
HOT ASPHALT
being used to repair pot holes in our city streets

[redacted]

SCRATCH 'N' SNIFF
for the fresh fragrance of litter-free and pollution-free
SAND AND SURF



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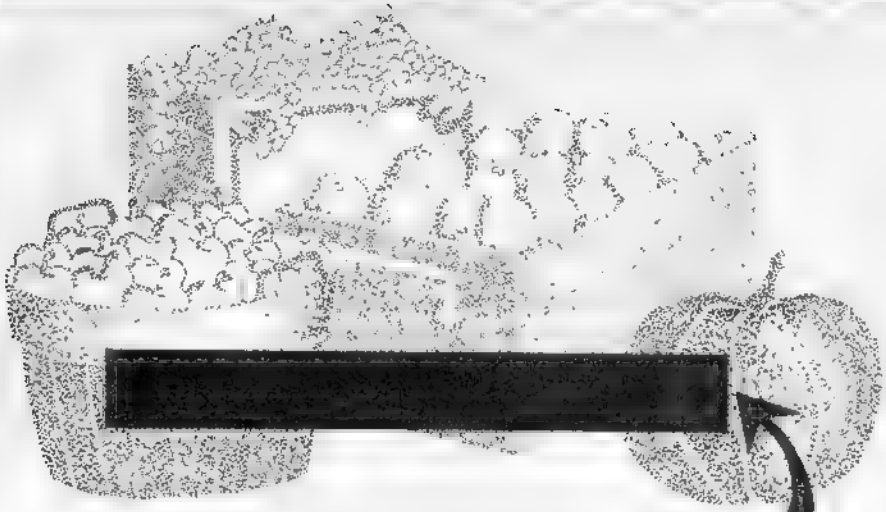
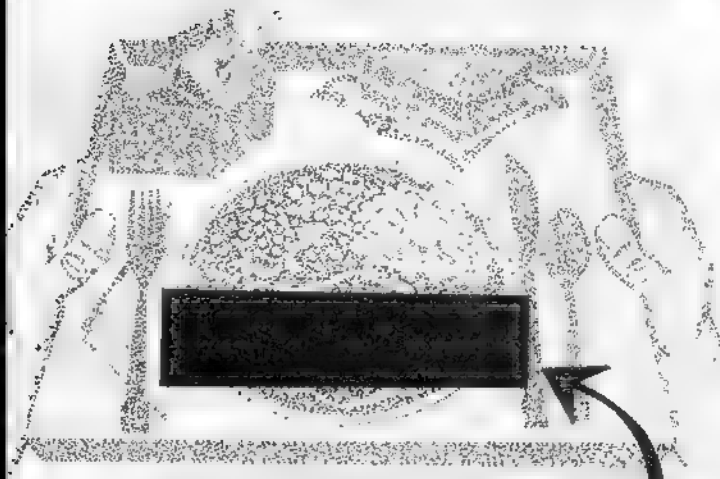
SCRATCH 'N' SNIFF
for the harmless smell of efficient emission-controlled
AUTOMOBILE EXHAUST

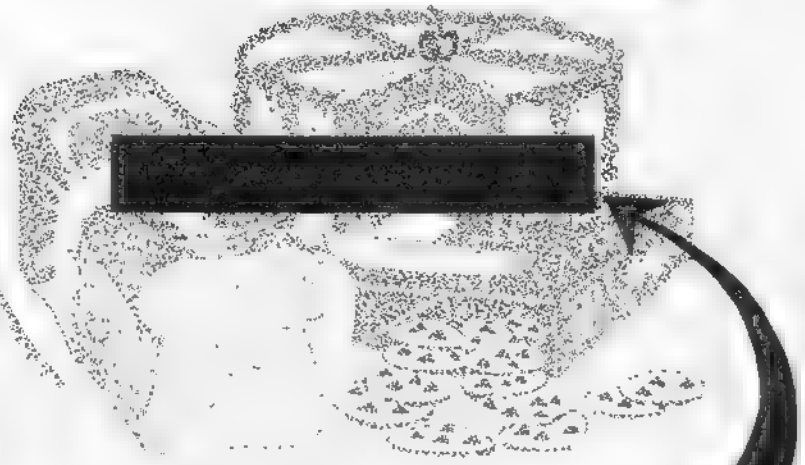


SCRATCH 'N' SNIFF
for the savory smell of chemical-and-pesticide-free
FARM PRODUCTS

SCRATCH 'N' SNIFF
for the smell of good, honest sweat from the hallowed
HALLS OF CONGRESS



SCRATCH 'N' SNIFF
for the mouth-watering aroma of a
DELICIOUS SCHOOL LUNCH



SCRATCH 'N' SNIFF
for the fresh wholesome appetizing aroma of
NUTRITIOUS PACKAGED BREADS AND CAKES

SCRATCH 'N' SNIFF
for the mint-clean smell of a
brand new inflation-free
DOLLAR BILL

MAD

OOOOOPS!!!

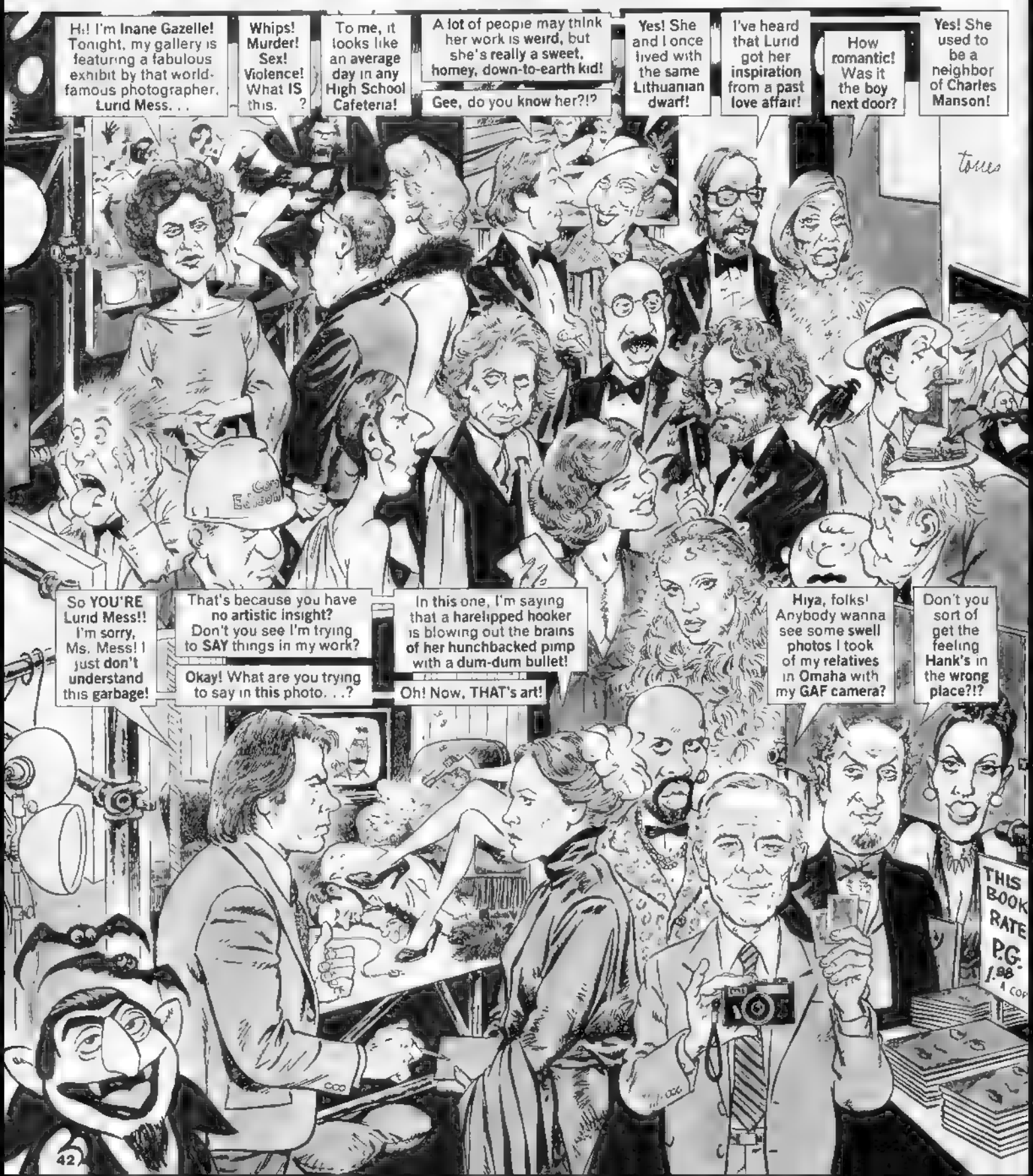
It seemed like a good idea at the time, but MAD's Research Department tried and tried...and it just couldn't come up with even a small sample of any of these smells! We are running the article anyway, because we had to fill up the space! But even if you scratch your finger to the bone and inhale so deeply you get a nosebleed you ain't gonna smell a thing!

Sorry about that!

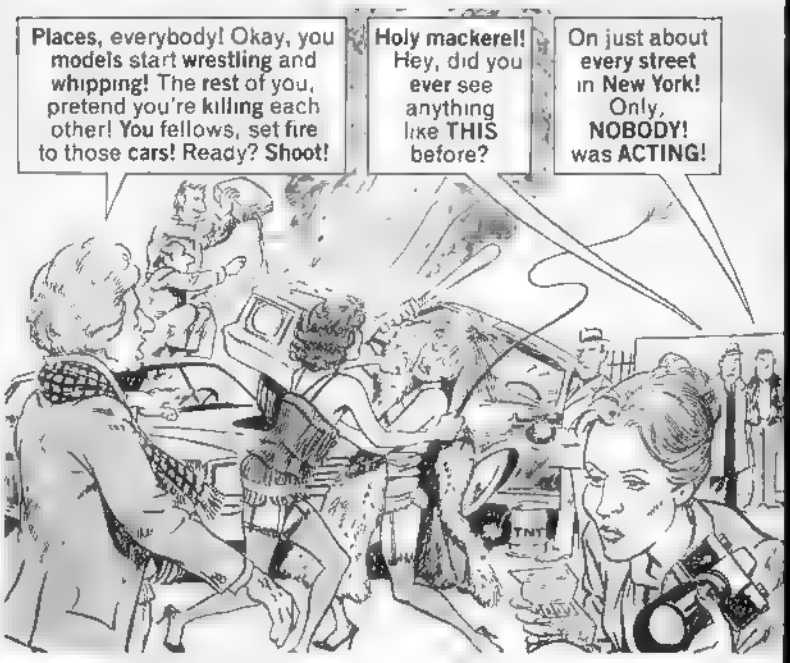
THE EDITORS

ECCH-TACHROME DEPT.

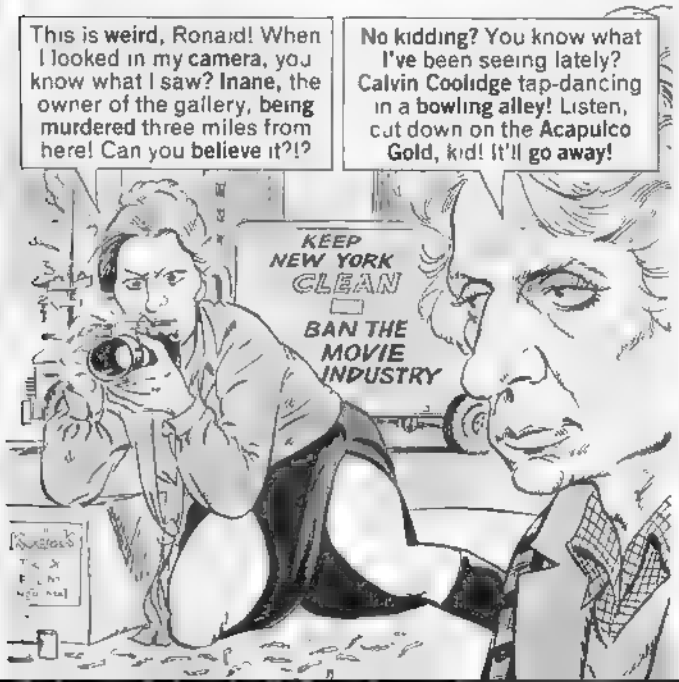
Ever since the movies were born, a popular gimmick has been to state in the ads for suspense films: "No One Admitted To The Theater During The Last 20 minutes Of This Film!" or "No One Admitted To The Theater During The First 10 Minutes Of This Film!" Well, we recently saw a sordid stinker whose ad statement *should* have been, "No One Admitted To The Theater Before, During Or After This Film!" Here's MAD's version of



THE EYES OF LURID MESS

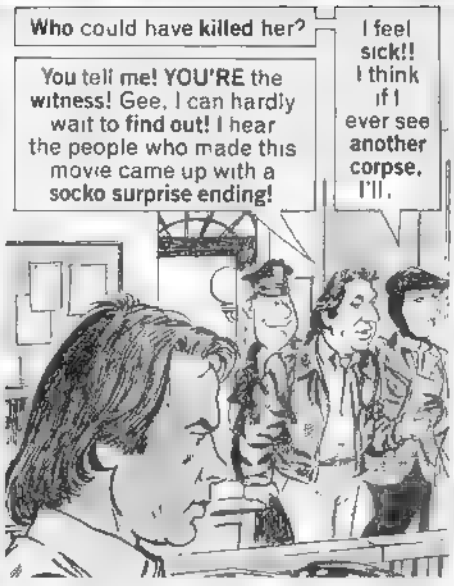


ARTIST: ANGELO TORRES WRITER: LARRY SIEGEL

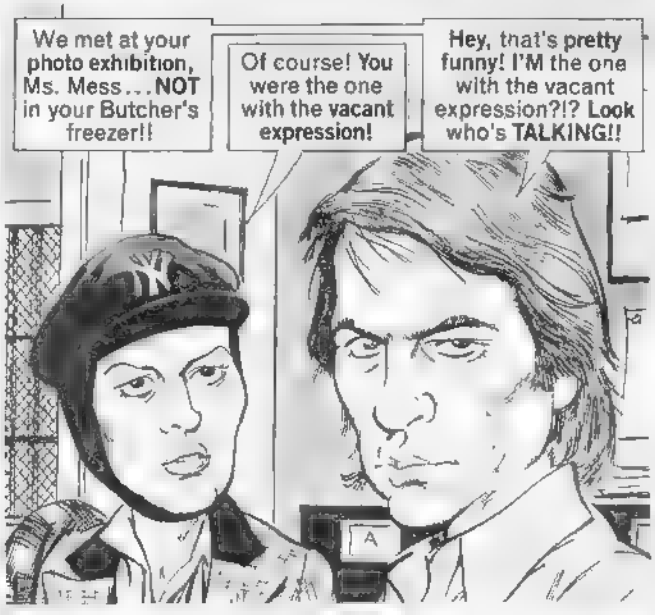


Officer... puff...puff I'm a friend of Inane Gazelle! Is she.. ? Is she...??
The dame who lives here? She just got something in her eye!
Oh, is THAT all?! Thank goodness! What was it?

An ice pick!
Oh, my God! It happened just the way I saw it!!
An eye-witness, huh? I'll run you down to the station! You can talk to the Lieutenant!


Who could have killed her?
You tell me! YOU'RE the witness! Gee, I can hardly wait to find out! I hear the people who made this movie came up with a socko surprise ending!
I feel sick!! I think if I ever see another corpse, I'll.

YAAAAAHHH!! Oh God...ANOTHER CORPSE!
Lady, that's Lt. Yawn Nibble! He ALWAYS looks like that!!
Where have I seen him before? NOW I remember! It was at my Butcher's yesterday! He was hanging three hooks to the left... inside the freezer!!
SLUSH FUND


We met at your photo exhibition, Ms. Mess...NOT in your Butcher's freezer!!
Of course! You were the one with the vacant expression!
Hey, that's pretty funny! I'M the one with the vacant expression?!? Look who's TALKING!!

You gotta hide me, Lurid! The Police suspect ME of killing Inane with that ice pick!!
Well, if it isn't Microbe, my ex-Husband! The plot gets thicker and the men get uglier! Okay, why you?
I have no idea! Just because I beat her up once in a while, and they found my fingerprints in her apartment...
...AND you're probably New York's last... and only working ICE MAN!

Anybody could've killed Inane! The only one I can trust is my driver, Dummy...!
Ms. Mess, I got a confession to make! I lied about my past!
You mean you're not an escaped psychopath, wanted in twenty-six States?!?
No, I m an ex-New York cab driver!!
My God! And I'm still alive after all these months!!

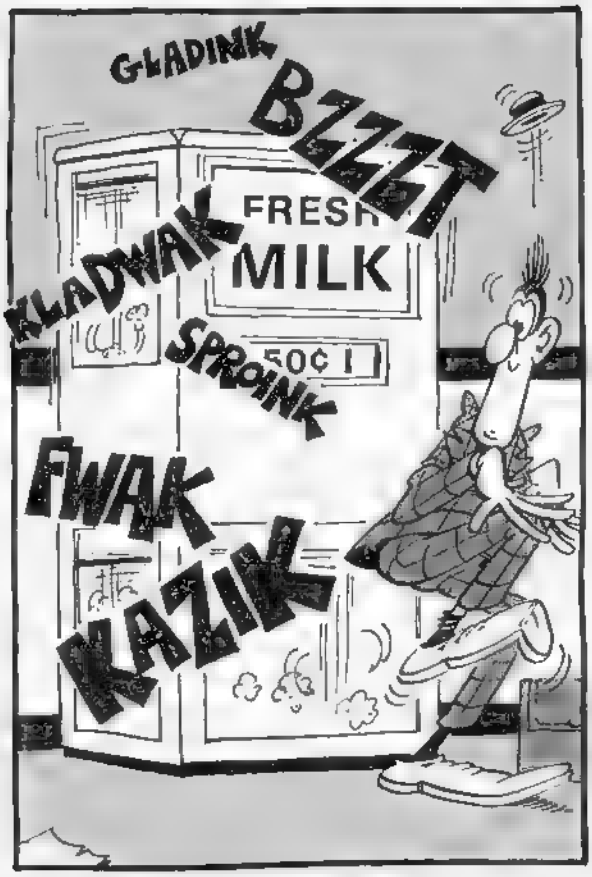
Look at this disgusting set-up! No fires, no catastrophes, no nudity, no sex crimes, no whips! Just ONE —ugh—clean, wholesome KILLING!! Lurid, I think I'm going to be sick!
Oh, stop bitching! How often do we get to do a photo layout for "Jack And Jill" Magazine!
DUNCE
Oh, no! Not again!
What's bothering you? I bet it's cramps! I always get mine at this time of month, too! What I try to do is...
It's not cramps! It's another psychic vision! Look into my camera... tell me what you see...
You're right! Calvin Coolidge, tap-dancing on Lane 3 of Barney's All-Night Bowlerama!!
You idiot! Can't you see it! It's the two models who work for me ...DeeDee and DooDoo! They're being murdered in their room—just like Inane!
Please, please let me warn them in time...
Hello?
Hello?
Hi, there caller, Hello and yoo-hoo! You now hear the voices Of DeeDee and DooDoo!
A recording!!
Please don't fret, and try not to moan Because we're unable to get to the phone! That's it for now No more to be said; When you hear the beep, we'll both be dead!
BEEEEEEEEEEEEEEP...
Ashes to ashes, Dust to dust, We'll take 10 percent of what's held in trust!
...and so we say farewell to our clients, DeeDee and DooDoo...
A lovely ceremony!
Yes! When I go, I want to be buried in the William Morris Building, too!
Who could have committed these horrible crimes?
Search me! But I hear there's a surprise ending that's a WOW!!
BREAK A LEG
Are you convinced NOW that I can see events before they happen, Lieutenant?
Uh-uh! NOBODY can tell what's going to take place in the future! Sorry! I just can't believe it!!
Wait a minute! This isn't the way to the Police Station! I'm having another psychic vision! I see the car stopping! I see us going into the woods! I see us making out like crazy...
I believe it!! I believe it!!
FUZZ
Lurid, baby, we could be so happy! We've got so much going for us! You're beautiful, sexy, witty, bright, clever, successful, wealthy...
But what have YOU got to offer ME??
Well, if you ever happen to get a parking ticket...
That sounds like a fair exchange! Okay...let me think about it!

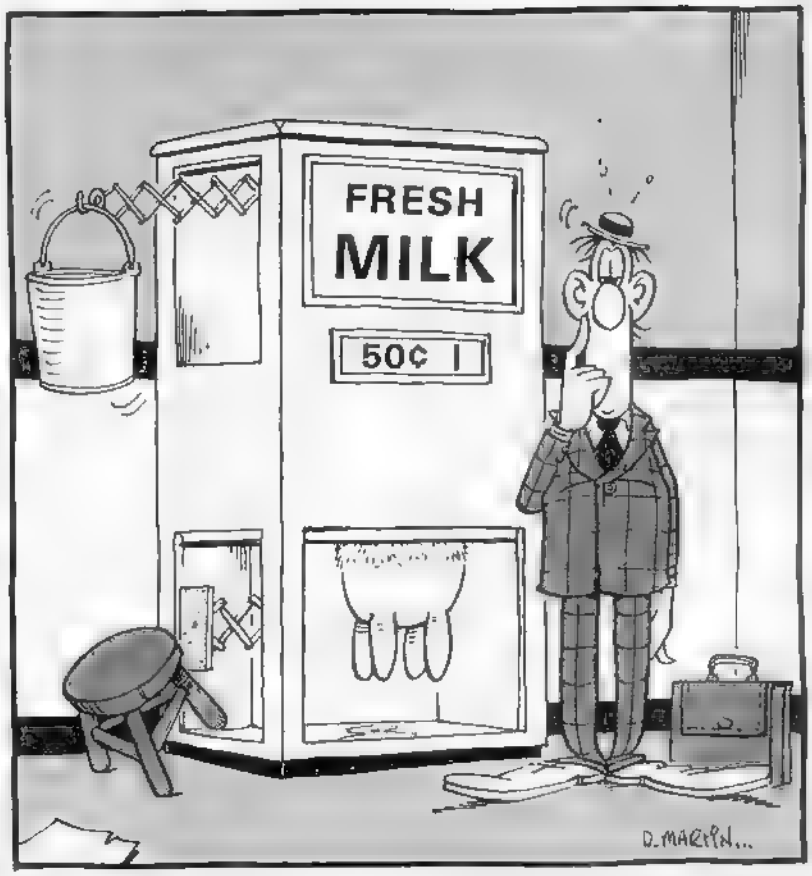
Sorry I'm late for the party, Ronald, but I just got a call from my ex-Husband, Microbe! He's in some kind of trouble! He must see me! You don't mind if he meets me here, do you?
Lurid, how COULD you!? This is a Bridal Shower for Brucie and Irwin! You KNOW men aren't invited!!
Okay, I'll meet him at my place! But there are cops outside, guarding me! They mustn't follow me to Microbe! If you act as a decoy, I can sneak out another way!
You want me to break the law?! Act like a common criminal?! No way, Love! Not in a million years!
Please! All you have to do is wear my hat and coat!
Throw in your suede wedgies and your cunning sandalfoot nylon pantyhose, and you've got yourself a deal!
Here comes that Lurid Mess broad! Hey, you notice anything different about her?!?
Yeah! For some reason, she looks a little more FEMININE than usual!
My trick worked! Now to get to my apartment and —Oh, God! I just had another psychic vision!
The killer has Ronald trapped in an elevator! I must save him!
CRASH!
CRUNCH!
SCREEECHHH!
SCHOOL IS OUT
BUS STOP
DRIVE CAREFULLY
Ronald! Ronald!
Am I too late?!
I wouldn't go in there if I were you, Ma'am! It's SICKENING!!
He died a horrible death?
For New York... average! But that Lawrence Welk Medley on the elevator's Muzak... YECCCCCCCHHH!
Who's really responsible for these atrocities??
We'll find out soon! The dynamite surprise ending is coming up any minute now...
BAG BY GUCCI
Whew! I'm an emotional wreck! I think I'll sleep for a month!

YAWN!! What on Earth do you think you're DOING?!
I ALWAYS come into apartments this way!!
That's RIGHT!! I remember you told me you were once a FIREMAN!
CRASH
Yawn! You've got a strange look in your eyes! Wait a minute! Don't tell me that YOU'RE the murderer!
You know what it's like... growing up in a rat-infested slum with a Father who boozes and beats you... and a Mother who's a hooker?!?
I guess not!
Neither do I! Actually... I lived in a split-level ranch outside Grand Rapids!
My parents were terrific! We went on picnics and hayrides... sang Christmas Carols together.
THE EYES OF YAWN NIBBLE
Oh, get to the point! Why did you do it? WHY...??
Because I'm a no-good rotten stinkin' doodie of a person!
Ahah! I KNEW there was a sound but deep psychological explanation!
Here, Lurid Do me a favor! Take this gun and KILL ME!
No no! I can't!!
You must! Look, I don't have the guts to kill myself... and you KNOW I don't deserve to live!!
That's a problem, all right! Wait a minute! I have an idea! First, remove all the bullets from your gun... and then begin cleaning it!
Huh? Well, okay.
OIL
Okay... all the bullets are out, and I'm doing what you suggested! But I still don't see what—
It works every time with a gun-owner!
BLAM!!
It looks like the Lieutenant was the murderer!
Yep! Turns out it was a COP who was running around... terrorizing the city... killing innocent people!!
Big deal! That happens 24-hours-a-day in this town!!
YEAH!! WHERE'S THE SURPRISE ENDING!?
That was it!!
What?
There was NO surprise ending!!
f/2
1/60 SEC
DIRECTOR

DON MARTIN DEPT. PART III

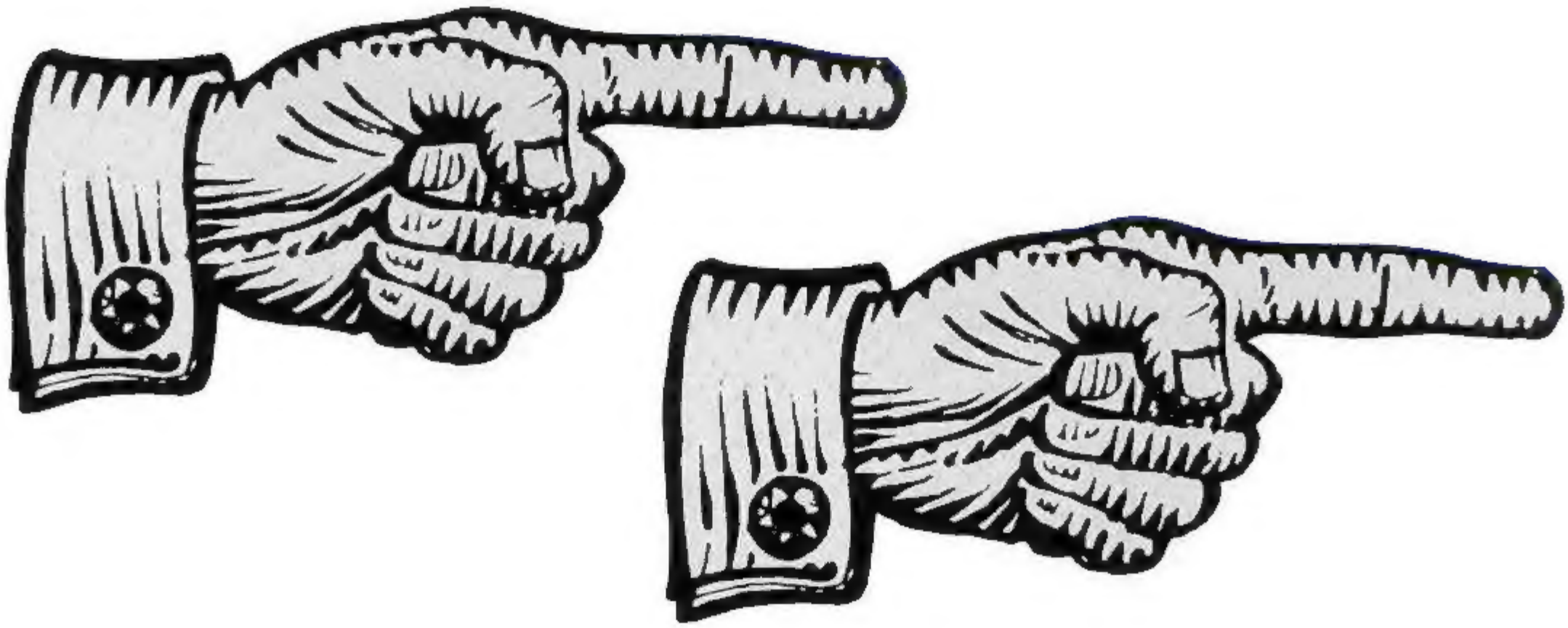
ONE EVENING IN AN OHIO BUS STATION





Nothing to see here!

Please skip ahead.



WHAT GREAT STAR ARE WE ALL EAGERLY WAITING TO APPLAUD?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Stars come, and stars go. But there is one performer that everyone hopes will become the fabulous success that all the experts have been promising us she will be for a long time. To discover the identity of our budding star, simply fold in page as shown.

FOLD PAGE OVER LIKE THIS!

A▸ FOLD THIS SECTION OVER LEFT ◂B FOLD BACK SO "A" MEETS "B"

SOLO PERFORMING CAN BE A NIGHTMARE FOR A STAR IF AN AUDIENCE EXHIBITS ANY ONE OF THESE ENEMIES...INDIFFERENCE, OR APATHY, OR LETHARGY

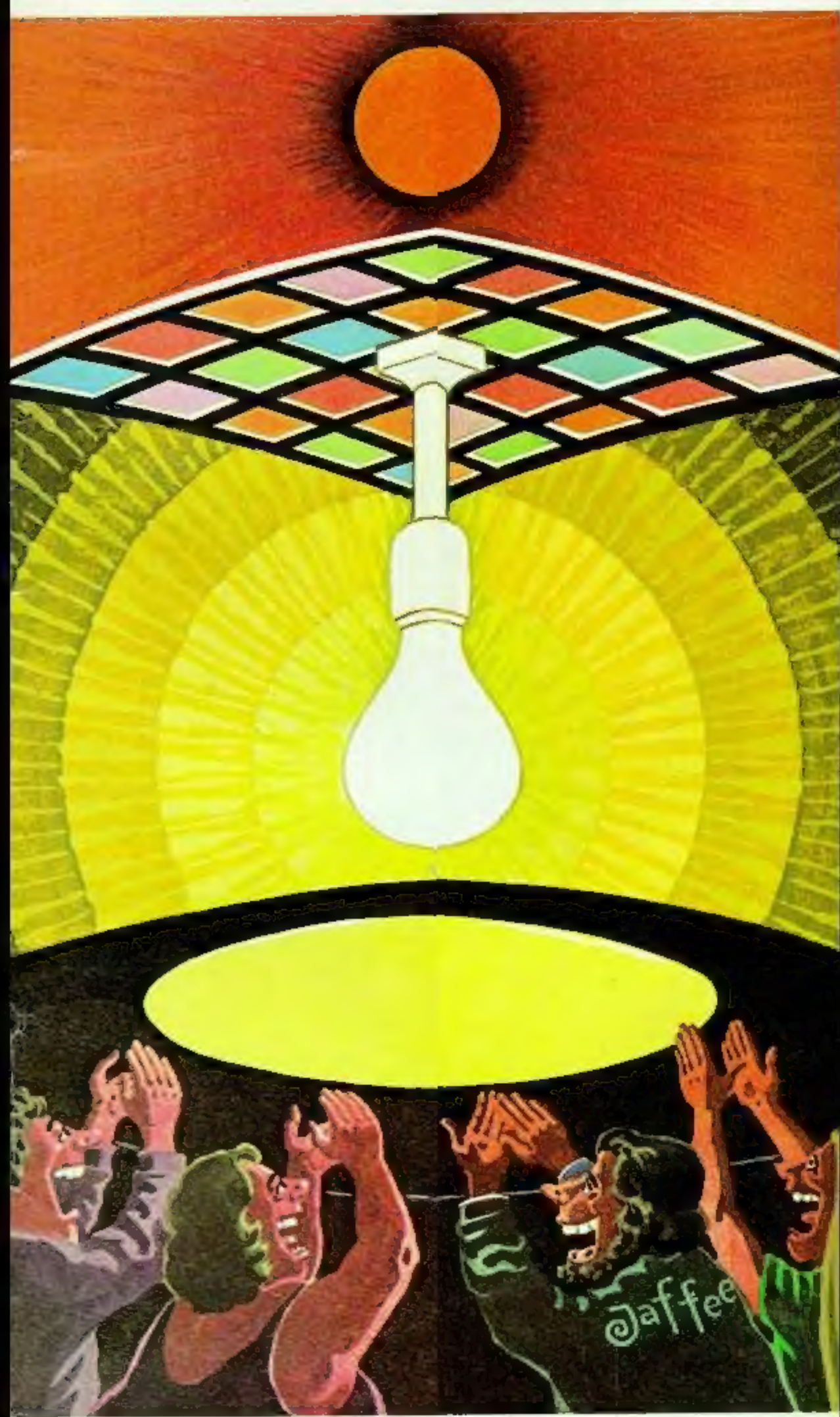
ARTIST & WRITER:
AL JAFFEE

A▸ ◂B

WHAT GREAT STAR ARE WE ALL EAGERLY WAITING TO APPLAUD?

FOLD PAGE OVER LIKE THIS!

A▸◂B FOLD BACK SO "A" MEETS "B"

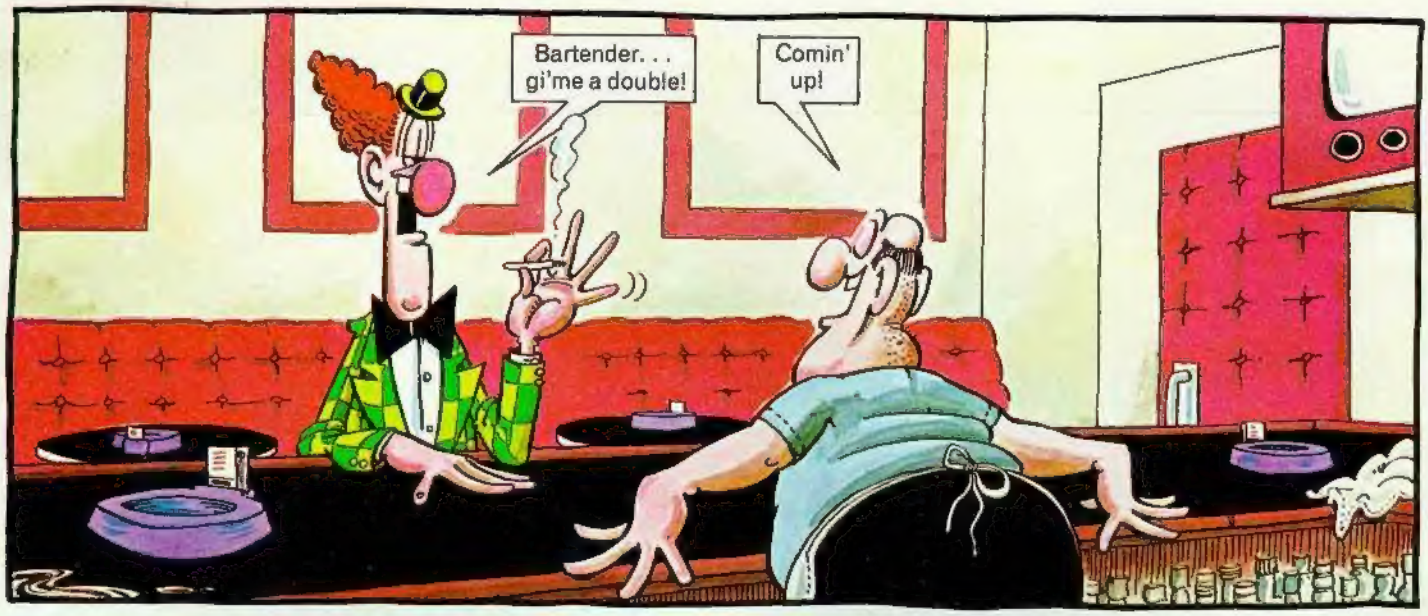


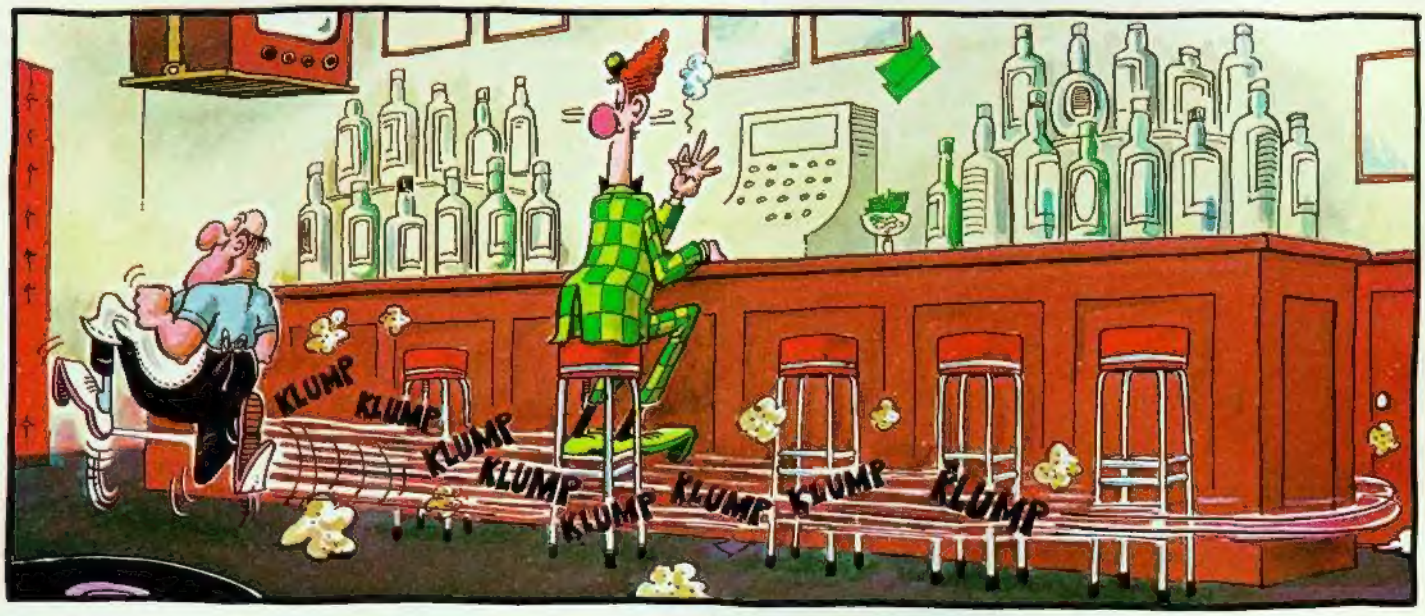
ARTIST & WRITER:
AL JAFFEE

SOLAR

ENERGY

A▸◂B





ARTIST: DON MARTIN WRITER: DON EDWING